

FUNDRAISING 101 #RACETORECOVERY



KNOW YOUR ELEVATOR PITCH

Be ready with your "elevator pitch" about Ascensa Health for potential donors who may want to know more about us.



WORK YOUR NETWORK

Start by reaching out to family, friends and coworkers. Post frequently on your social channels, call a friend, chat up your neighbor- every little bit counts.



GET SOCIAL

Social media makes it simple to connect and fundraise. Make it easy to donate by adding the link to your fundraising page in your posts and ask people to share. Use the hashtag: #RaceToRecovery

MORE TIPS FOR FUNDRAISING:

- Post on multiple platforms- Facebook, Instagram, Twitter, LinkedIn, etc.
- Ask friends and family to share your posts
- Post at the rush hours- 12pm, 3pm, 6pm and 9pm
- Use images from our social media toolkit!
- Use the event hashtag #RaceToRecovery

