

Together to Fight Suicide

Top 10 Tips & To Do's

OUT OF THE
DARKNESS

- 1. Key to Fundraising: Ask for Donations** That's it. Some people shy away from asking for money, but once you start, you'll be surprised by how many people want to support a good cause. But it doesn't happen right away: it can take as many as six reminders before someone donates. People are busy, they may not get your request at the right time, they may forget. People like being a part of a good cause, but to reach your goal you'll need to be persistent.
- 2. Set Your Goal(s)** to communicate with your donors what you are setting out to achieve. Once you have your goal(s) defined, you can outline the steps needed to reach them and focus your energy on accomplishing those tasks. Already reached your goal, but still want to do more? Up your goal on your fundraising page and communicate your stretch goal so others will continue to support!
- 3. Personalize Your Fundraising Page** Add a profile picture, update your fundraising goal, and share your story. Your family and friends not only want to support a great cause, they want to support YOU!
- 4. Speaking of Making it Personal...** There are several ways to fundraise and you will probably try a combination of in-person asks, phone calls, emails, written letters, social media posts, texts, etc. or come up with ideas of your own, because each potential donor may need a different approach. Typically, the more personal you make your ask, the more likely people are to give. So, when possible, take the personal route.
- 5. Become a Team Captain & Invite Others to Join Your Team** to maximize impact and empower your family, friends, coworkers, etc. to all become lifesavers!
- 6. Host a Facebook Fundraiser** You can now fundraise through Facebook, but your Facebook fundraiser must be started through your personal fundraiser portal in DonorDrive for donations to appear on your page. Simply log in to your account at afsp.donordrive.com, then click "Create a Facebook Fundraiser" from the Your Fundraising menu on the right side of the page.
- 7. #StopSuicideNCAC** Share a picture or video and why you support *Out of the Darkness* using this hashtag. Make your post public and the AFSP National Capital Area Chapter will highlight stories on our pages: [@AFSP.NCAC on Facebook](https://www.facebook.com/AFSP.NCAC) and [@AFSP_NCAC on Instagram](https://www.instagram.com/AFSP_NCAC) & [Twitter](https://twitter.com/AFSP_NCAC).
- 8. Creative Cultivation** Make signs, decorate your driveway/community sidewalks, or produce artwork to post on social media that will raise awareness and help create a culture that is smart about mental health. Not feeling creative? No worries! Use our customizable social shareables that you can download from [Participant Hub](#) in your DonorDrive account and personalize to post!
- 9. Matching Gifts** Compound your donations with matching gifts! Many corporations will match any charitable donations their employees either raise or give. Ask your employer and also ask your donors if their employers offer matching gifts. For more information on matching gifts: afsp.org/match-your-gift.
- 10. Give Thanks** Once you have received a donation from someone, let them know that their contribution - whatever the amount - is important to you and that you appreciate it. Send them a thank you note, tag them in a "thank you" post on social media, or invite them to join your team. After the event, you may want to send out a newsletter or email with some photos and an

See more in your DonorDrive account at afsp.donordrive.com

