

# Seven Ways to Fundraise

## 1. Set up your fundraising page

Set up a personal fundraising page with SkyRise Chicago to encourage your friends and family to donate to your climb in support of the Shirley Ryan AbilityLab. With this tool you can:

- Let people know you've set a goal—and plan to achieve it.
- Track your fundraising progress.
- Send potential donors personalized e-mails as event day approaches.
- Thank your donors for their generosity.

## 2. Reach out through e-mail

Send an e-mail message to your entire contact list explaining SkyRise Chicago and your support for the Shirley Ryan AbilityLab, formerly RIC. Be sure to include a link to your personal SkyRise Chicago page.

- Share your personal goals — both for fundraising and the SkyRise challenge.
- If you or someone close to you has benefited from Shirley Ryan AbilityLab innovative patient care and cutting-edge research, be sure to tell their story!
- Introduce an inspiring individual that Shirley Ryan AbilityLab has helped like Ryan. Watch and share his story.
- Add an email signature. Promote your SkyRise participation by creating an automatic email signature that links to your fundraising page.

## 3. Ask your employer

Check to see if your employer has a Matching Gifts program and be sure to ask your friends and family if their companies have one, too.

## 4. Promote on social

Follow us on Facebook, Twitter, and Instagram. Share our stories and updates with your friends as you fundraise.

## 5. Host an event

Host a happy hour or game night. Pick a local establishment and invite friends, family and coworkers to support your fundraising.

## 6. Make your gift a SkyRise Chicago gift

Have a birthday or anniversary coming up? Ask family and friends to skip the presents and donate money to your SkyRise Chicago campaign instead.

## 7. Thank your donors!

Be sure to send a personalized thank you to everyone who makes a contribution in your name. Your personal SkyRise page makes it easy to do! Or, with every donation, tag someone in your social post who just donated to your page.

