

Fundraising Strategies



Beth Israel Lahey Health

Lahey Cancer Institute 5K Walk & Run

Fundraising may seem like rocket science if you've never done it before! But it is not that complex – and you do not need advanced degrees to succeed!

We will help you get your fundraising efforts off the ground. Here are a few solid strategies to get you started.

1. Build your fundraising page:

This is part of our 5K program and is the central location where your contacts can make a donation quickly and easily.

- Find a great picture for the page.
- Tell your story! See details in *Getting The Word Out: Your Story* on the [Fundraising Tools page](#).
- Your personal fundraising page is a great way to communicate with your donors and potential donors and keep them informed about your program. Send email updates strategically – such as halfway or close to your goal to add a sense of urgency and excitement. Tell your contacts about training, milestones and fundraising events.

2. Work your network:

People give to people.

- Use social media, text, and email to reach your family, friends, colleagues.
- Personalize your message. Tell why you are running and for which hospital.
- Share video updates throughout your training – and fundraising.
- Avoid mass mailings!

See details in *Getting The Word Out: It's All About You* and *Getting The Word Out: Social Media* on the [Fundraising Tools page](#).

charity.gofundme.com/lahey5k

3. Hold virtual fundraiser events:

Having a small or big virtual event will generate buzz about you joining the virtual 5K and donations. Be sure to work with us to register an event so that your donations are processed effectively. This includes completing an [online application](#); we can help walk you through the process. Once your event is approved, we will provide you with the 5K logo and the logo for the hospital you are running to benefit, which you can use in your promotions.

- Brainstorm challenges or virtual events that will be manageable and most of all, fun! See our Fundraising Ideas in the fundraising toolkit for inspiration.
- Create your challenges and events to be as social as possible! These days, it would be a treat to jump into a video event with the possibility of meeting new people.
- PROMOTE, PROMOTE, PROMOTE!

“It always seems impossible, until it's done.”
– Nelson Mandela

“Donors invest in ideas and people in whom they believe.”
– Unknown



Questions? Contact us at Lahey5K@lahey.org