



FUNDRAISING WITH FPWR: QUICK GUIDE

SPREAD THE WORD

Share why you are supporting the Foundation for Prader-Willi Research. Customize your story with what makes your loved one special and the challenges they currently face. Supporting visuals like photos and video go a long way. When sharing, don't forget to include a link to your fundraising page!

LEAD BY EXAMPLE

Kick-start your fundraising with a your own personal donation to show how dedicated you are to this mission. You'll bubble up your progress bar as well as encourage your supporters to "join the party."

CLOSE CONTACTS FIRST

Try sending personal messages to your close contacts first as they are most likely to donate quickly and kick-start your campaign (ask for our e-mail templates to get started). This builds momentum and will encourage others to get involved.

UTILIZE SOCIAL MEDIA

Share about your efforts on every social media account you have! A great strategy is to tag and thank donors who donate. This acts as a thank you while encouraging a wider circle to get behind you.

Create a team hashtag, or use one of our favorites:

#hopeFULL #PWSresearch
#LiveLifeFull #FPWR

ENGAGE FOLLOWERS

Share high-quality pictures and include a clear call to action. Thank your supporters frequently, like comments, and respond to questions. Recognize donors or volunteers in your posts. Remind your community that their contributions matter and that any amount helps!

SAY THANKS

As more of your network gets behind you, keep thanking them on social media. Share your progress towards your fundraising goal and express your gratitude often!

BELIEVE IN YOURSELF

Fundraising takes a little creativity and persistence, but it's vital to our mission. No experience necessary – you can do it! You got this!



FEELING STUCK? NEED HELP?

The team at FPWR is here for you every step of the way. E-mail us at development@fpwr.org