



5 EASY STEPS

TO SUCCESSFUL FUNDRAISING



MAKE A PERSONAL CONTRIBUTION

Set the stage and show you are serious about PWS research! People are more likely to donate to your page when they see someone else has already contributed.



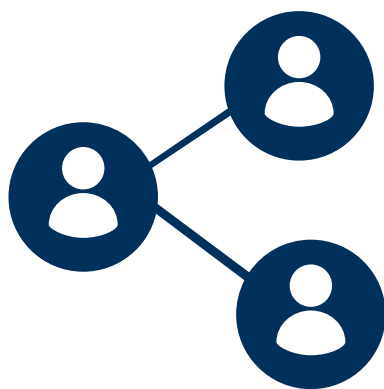
PERSONALIZE YOUR FUNDRAISING STORY

Your potential donors will be interested in PWS but they are primarily interested in you. Customize your story and include a personal photo to explain why PWS research is meaningful to you.



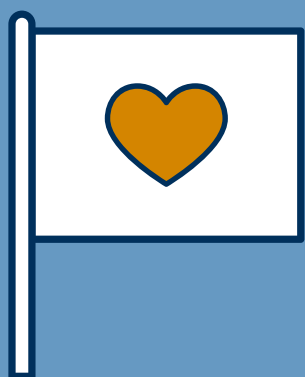
EMAIL YOUR FRIENDS AND FAMILY

Start by explaining why PWS research is important to you. Be clear that you are looking for financial support and include a link to your fundraising page.



SHARE ON SOCIAL MEDIA

Tag those you have donated and thank them! Update your followers on your progress and ask for people to help you meet your goal. Share inspiring news or other positive anecdotes.



FOLLOW UP

Plan on sending out a couple of follow up emails and posting regularly to social media. Reach back out to non-responders - people can easily miss your initial outreach!