

# Join the Movement. Give to Grady. Simple Steps for Fundraising Success



## Step 1

**Identify your prospects. The most successful fundraisers ask as many people for support as possible and do so in very personal ways. Think about who might donate to your effort—the possibilities are many:**

- Friends and Family
- Current or former colleagues
- Former classmates
- Neighbors
- Your professional, volunteer, or religious network
- Your social media connections

## Step 2

**Make your own gift first and then ask, ask, ask!**

- There is no more important time to support Grady. Make a generous personal gift in support of Grady's Frontline Heroes battling the pandemic.
- Making your own gift to Grady shows that you are invested and makes it easier for you to now ask others.
- Start with your strongest prospects--family or close friends. Ask them to match your gift.
- If your company has a matching gift program, submit your personal donation to be matched.
- Integrate your fundraiser with Facebook.
- Send out 10 emails to your friends to support your goal.
- Ask six friends for \$20 each.
- Send reminders to people who have pledged to support you.
- Challenge yourself to ask for three donations in 24 hours.
- Post your fundraising progress on social media and tag @velocityatlanta.

## Step 3

**Say thank you!**

- Send personalized email thank you messages from your page on the VeloCity site.
- Post your fundraising success on social media, thanking your donors.
- Send hand-written thank you notes to friends and family.
- After the event, share photos from the day on social media and thank your supporters.

For questions or fundraising support, please contact [support@velocityatlanta.com](mailto:support@velocityatlanta.com)