



HELPFUL FUNDRAISING TIPS

EMAIL CAMPAIGN

Reach out directly to your friends and family. An email campaign can help share your connection to the mission with the special people in your life, as well as raise important dollars to support the programs and services HAWC provides our clients every day. When writing your email consider these tips:

- **Catch the reader's attention with the subject line:** Be sure the purpose of your email is clear in your email subject. Try one of these: *I'm running to end violence...join me* or *Help me support the 31st Annual HAWC Race Against Violence.*
- **Personalize the email:** Start with a story about your personal connection to the mission and why you decided to participate in the Race Against Violence and fundraise for with the Houston Area Women's Center. Your readers want to know what makes this cause important to **YOU**. See a sample letter below.
- **Follow up:** Check back in with your friends and family before the event to remind them about the importance of the mission, and to encourage them to support you and your goals to make a difference.

SOCIAL MEDIA

Be Active. Be Engaging.

Be Active. Since you are training for a 5K use your status updates, tweets, blogs, or videos to share your motivation for running as well as your motivation for raise funds. Do this often and early. The more reminders you give of how hard you are working towards your personal goal, the more people are inclined to give. The more you inform and the earlier you start, the higher chance you have of donations coming in. Here are a few examples:

- Today I ran my first two-mile run to get ready for the **31st Annual Race Against Violence!** As I put in the miles, please consider a donation to my personal webpage. (insert link)
- Running my way to the Finish Line so that those affected by domestic and sexual violence can reach their Finish Line. Halfway through training for the **31st Annual Race Against Violence.** I want to raise \$1,000 for **Houston Area Women's Center.** Please donate today! (insert link)

Be Engaging. Link your fundraising project to the HAWC and its mission to help provide emphasis and compelling context. There are many ways to include these in your updates; here are a few examples to get you started:

- The Houston Area Women's Center serves people rebuilding lives torn apart by violence. It costs \$50 a night to provide emergency shelter to a woman fleeing a violent home. Consider a donation to **Houston Area Women's Center** as I train for the **31st Annual Race Against Violence**. (insert link)
- The Houston Area Women's Center empowers people to take action in the fight to end violence. I am joining the fight by running in the **31st Annual Race Against Violence**. Please donate and take action as a part of my team. (insert link)

SAMPLE LETTER

Dear <insert name>,

Did you know that 74% of Texans have been personally affected by domestic violence, or know someone who has? This is a shocking statistic. To raise awareness and funds on behalf of survivors of domestic and sexual abuse, I am participating in the **31st Annual Race Against Violence** on March 2, 2019 in support of the Houston Area Women's Center (HAWC).

Funds raised through the **31st Annual Race Against Violence** support the many programs and services HAWC provides to victims in need. This includes a 24-hour hotline, a residential shelter for women and children fleeing violent situations, Child Court Services, and advocacy and counseling services that help survivors move their lives forward free of violence.

My personal goal is to raise \$500, which equates to providing one-on-one counseling sessions for a survivor of domestic or sexual violence.

Thank you, your help is greatly appreciated!

Make your donation today: <insert link to your donation page>

Sign up to participate in the run and join my team: <insert link to your team page>