

FUNDRAISING TIPS & TRICKS

Make your impact go further, simple ways to reach your fundraising goal (and beyond!)

Customize Your Fundraising Page

Add a photo of you, your team, or your loved one
Write a short, heartfelt message—authentic always wins over perfect

Keep It Personal

Individual messages work best: Texts, emails, direct messages

Say Thank You

Thank every donor—quick and genuine is perfect
Consider a follow-up message after the event sharing your experience

Use Social Media

Share your page on Facebook, Instagram, etc.
Include your personal fundraising link every time

Bonus Ideas

- Match challenge: “I’ll match the next \$100 in donations!”
- Friendly competition between coworkers or friends
- Let people know every gift makes a difference
- A simple ask goes a long way: “I’m participating in the Luminary Walk to support Unity Hospice. Would you consider a donation?”



MANAGE YOUR FUNDRAISING PAGE

EVENT INFORMATION

**HELP US REACH OUR GOAL OF RAISING \$50,000 TO SUPPORT
GRIEVING INDIVIDUALS AND FAMILIES IN OUR COMMUNITY!**