

Fundraising tips – 5K For AltaMed Foundation

- Be authentic and be genuine
- Share what your fundraising for and why it's important to you
 - Maybe share a personal story of why you're participating or share a patient story that has made an impact
 - Here's a link to a patient story, [Ismael](#), whose vision was saved by our pediatrician at our Santa Ana Clinic.
- Mention the goal amount (\$500). You can also mention that you're \$\$XXX away from you goal, once you're at that point!
- Don't forget to include your GiveSmart link, so people can donate directly to your page.
- Know your audience – text, email or call. Depending on your relationship with the person, choose the communication method that you think is most appropriate.
- Cast a wide net – reach out to as many folks as possible
 - Think about your friends who you have donated to their causes recently – maybe you did it on Facebook?
- Share on social media – LinkedIn, Facebook, IG, etc.
 - Use high quality photos for social media
 - Post and share on stories
 - Tag friends and family in your post, tag them in the comments, ask them to share on their social media platforms
 - Put your GiveSmart link in your bio
 - Tag the **@AltaMedFoundation** so we can share your posts as well
- Don't forget to thank your donors/family & friends that have donated to your page
 - A good thank you with a personal touch is always a good way to share your appreciation
 - You can also follow up after the race with a photo and another note of appreciation