

Fundraising tip sheet

Get the ball rolling



Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. Even if it's only \$1, it shows your friends and family that PAN is an organization you believe in and support.

Add your why to emails



We've put together an [email template](#) for you to help you get started. The most important thing you can add to this message is **why you are fundraising.**

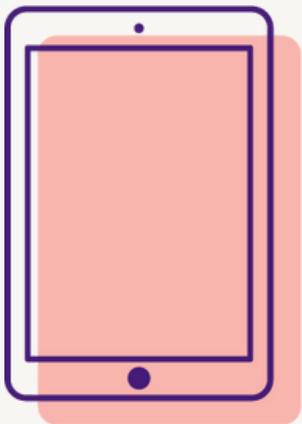
Let your family and friends know why PAN matters to you, that's what they care about most!

Start with your close contacts



It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all your other contacts.

Now move to social media



Once you've sent your first batch of emails out, it's time to turn to social media. Don't worry, we made [social media templates](#) for you, too. Make sure to also include why you are fundraising on social media, for your friends and family who may have not gotten your email.

One of the best strategies to use on social media is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

Reconnect with email



Don't be afraid to send a few follow-up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress and ask supporters to help you hit the next milestone.

Continue thanking and updating social media



As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and we know you can do it. Everything you do in support of PAN will make a big difference!

Thank you!

