



## SUCCESSFUL CAMPAIGN TIPS

1. **Tell the Story.** Write a relatable story about why funds are being raised.

Tell people about the person that the campaign is about. Tell what, when and where it the tragedy or idea happened. Why they should help and how the funds will be used.

2. **Use quality photos** and embed tribute videos to make fundraiser personal.

Sometimes pictures say it all. A good quality picture will make all the difference in your campaign. Our campaigns allow you to add as many pictures as you want and you can add videos to customize it even further.

3. **Set hopeful goal amounts** to encompass **ALL NEEDS**.

Help people that are found in a situation such as a death, accident or diagnosis, Often they are facing much more than one bill or issue. Take into account things like lost wages, dependents, future needs and other pressing factors when setting your goal amount.

4. **Share the campaign.**

Set the campaign off to a good start by sharing it to the circles most likely to help first. Family, friends, coworkers, groups, clubs and places of worship are a good start. Email, text and post on social media. Ask everyone to share it and tag others.

5. **Give Thanks.**

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