



Looking to reach your \$150 (or beyond) fundraising goal?

Here are some handy tips and tricks to kick your fundraising to the next level. THANK YOU for your support. Every dollar raised helps First Responders.

- **Ask, and ask often.** Get out there and ask people to join your team or make a donation — the more people you ask, the better. If you don't ask, you don't get! Set a reminder to ask at least one person every day. You can do this by calling, texting, emailing or even tagging them on social media.
- **Find a personal Connection for people to want to give:** Contact or tag people who you know are, or have a connection to, First Responders. Maybe someone you know who lost or had a home saved by firefighters. Maybe someone who had their life saved by an EMT. Someone who has a kid who has a dream of someday becoming a Police Officer...
- **Try to get 10 people to give you \$15.** Or 15 people to give you \$10. Donations don't need to be large to be impactful. Every little bit helps!
- **Post on Social Media.** People can't donate if they don't know you about the event!
 - **Let people know where/how to donate:** Go to your Classy fundraising page and copy the URL. You can paste that into a post on your social media page and ask people to donate to your goal. Post a photo of you or of a first responder to draw attention. Tell a personal story of #WhyIClimb (*tip: while creating a fundraiser for NFRF on Facebook or Instagram using their tools is quick and easy, we don't recommend it in this case. Any funds you raise there, while still going to NFRF, don't count towards your personal fundraising award goal on Classy*).
 - **Use one of our images:** We have created images that you can use in your social media posts. You can find and download them (and lots of other event-related items) in our [Participant Portal](#)
- **Post to Nextdoor.** Facebook and Instagram are not the only social media outlets available. If you are a member of Nextdoor, you can share your climb there. You can reach out to your neighbors and let them know that you are fundraising and participating in this virtual stair climb. People love to support neighbors who are doing something worthwhile!
- **Share your personal #WhyIClimb story,** post a photo of you climbing stairs, or use one of our pre-made images in the [Participant Portal](#). You'd be amazed at how many people will be moved by your story and want to donate.
- **Send personal emails/letters.** This old-school approach really does work. Write a letter to your aunt or grandma who might not be active on social media or email. Yes, we can accept a check - just be sure they fill out the [offline donation form](#), and write your name on the so we know who to credit the donation to. More info on this in our [event FAQs](#)
- **Have you already reached your fundraising goal?** You can go to your Classy page and update your goal to the next fundraising level to qualify you for cool Stair Climb Swag. People will be more likely to donate if they think you still need to reach a certain number.
- **Try writing a personal message.** Reach out in a social media post or an email (or even go traditional with a handwritten letter) to let people know what you're asking for and why.

Explain how funds raised through the Stair Climb impact the lives of First Responders. Feeling shy or have writer's block? Here is some suggested wording to get you started:

- *"I am training to take to the stairs to raise funds for First Responders with Post Traumatic Stress Injuries. I am climbing 1197 stairs <or insert the personal activity you choose to do> in support. Please help us help those who help us by donating to my fundraising page <insert YOUR page link>. My goal is \$500. Every donation helps!"*
- *"Hi! I'm raising money to help First Responders with Post Traumatic Stress Injuries through the National First Responders Fund. I'm participating in this year's National First Responders Stair Climb, the virtual athletic and fundraising event that supports First Responders across the country. It's happening September 11 to October 11, and for just \$15 you help me get to my goal of \$150!"*
- **Aim high and don't lose sight of your goals.** Setting a fundraising target will help motivate you to achieve it. The initial goal should be the \$150 minimum to get your participant shirt and medal. If you exceed your initial goal, don't stop fundraising. Reach towards the \$350 hat goal, or the \$750 hoodie goal! You can change your goal from the "dashboard" of your fundraising page.
- **Get your team involved:** are you a team captain, or have friends who have registered too? Create a little healthy competition. Challenge them all to see who can raise the most money this week, or who raises the most overall. Offer to take the winner out for a coffee or cocktail, or some other "incentive" that resonates with your crowd.
- **Get your company's support.** Many companies encourage their employees to support favorite causes. Create a company team for the walk, or ask if your company will match your fundraising goal if it's achieved. Many companies also match donations of employees, so ask you donors if their company matches.
- **Work with local businesses for matching donations.** Try asking your favorite local coffee house or other business for a matching donation. Promise them that if they donate \$100 to you, you will give them proof that you will "match" it with donations from other donors. You can even use a matching donation to give your team a boost during the final week of fundraising. "You can make double the impact! If we raise \$X in seven days, [sponsor] will match it."
- **Remember to say thank you.** The most important part of fundraising is making sure to say thank you. Let your donors and team members know how much their support means to First Responders in need. A quick personal phone call or handwritten note can go a long way. Keep your supporters up to date on how much money you have raised and how close you are to your goal. Let them know when you have completed your climb and how proud you are to be supporting First Responders. These small gestures can help you retain supporters in the future and perhaps entice them to make an extra donation to help you achieve your goal, or even participate themselves next year.
- **Collect check or cash donations.** Many donors prefer to write a check. Download the offline donation form [HERE](#) (@Christina, we need to create this). Having this form on hand will also make it easier to collect donations when you're out and about in your community.
 - **All check donations must be received in our office by Friday October 30th** to count towards your fundraising goal (so please mail before that). You can also [send us a picture](#) of the check and form that is being mailed if you think it is going to be late.
 - **Please do not mail cash.** If you receive a cash donation, keep the actual cash for yourself and write us a check or do an online donation in that amount.
- **Let your donors know how their money will be used.** Tell your donors how the funds raised through the National First Responders Stair Climb will be used to save lives. Find inspiration on the NFRF home page at www.nfrf.org/about

- **Get the word out.** Be sure to communicate to your community in a variety of ways about your registration and your personal climb. The [Participant Portal](#) includes social media images to help you get the message out.
- **Let people know when you have completed your climb activity.** Post to social media, or personally email all of your supporters. Here is an example: *Climb completed! Mission Accomplished! Today I took to the stairs to raise funds for First Responders with Post Traumatic Stress Injuries. I climbed 1197 stairs in support. Please help us help those who help us by donating to my fundraising page <insert YOUR page link>. My goal is \$500. Every donation helps!*