



The ABCs to Raising Money for Medical Expenses

Indiegogo Life offers a free and easy way for patients and their families to raise money for medical expenses on the Internet.

Our mission is to empower *every person* who is directly or indirectly impacted by medical expenses to raise funds online. So, we've made medical fundraising as easy as the ABCs:

A AMOUNT

First, calculate costs to understand the amount of money you need raise.

Medical fundraiser often raise money for **medical bills as well as related expenses** that have accumulated as a result of sickness.

Related expenses may include:

- Out-of-pocket medical costs
- Medical equipment
- Travel
- At-home care
- Food

B BEGIN

Begin by setting up your fundraiser page.

Starting a fundraiser is **easy and free**.

Go to life.indiegogo.com and:

- Select "Start Your Fundraiser"
- Choose a title, goal amount, image and deadline
- Share your fundraiser with others. Contributors can donate directly through the fundraiser page using a credit or debit card

C COMMUNICATE

Your story is the heart of your fundraiser.

Communicate your story in an authentic way, painting a picture of you or your loved one's situation. The more you insert personality, the more your friends and family will **help share your story**.

Your story should clearly communicate:

- Your goal/ how much money you need
- Where the money will go and how the money will be used
- Your relationship to the recipient

D DISTRIBUTE

Sharing your fundraiser is the *most critical step*. Share your fundraiser via social media and email. Then share it again.

Distribute your fundraiser to your social connections (Facebook, Twitter, LinkedIn, Google+, etc.) **at least 3 times** throughout the course of your fundraiser - some people share as often as **1 time per day**. It can be scary to share your story with the world, but rest assured people want to help.

E EXTRAS

Use “updates” to easily share extra information with all your supporters at once.

We recommend sharing **at least 1 time per week** with your community or supporters. They will appreciate hearing from you.

Extras might include:

- Patient status updates
- Pictures and videos
- News articles
- Thank you notes
- Invites to offline events.

F FRIENDS & FAMILY

Tell your friends and family how they can help.

Friends and Family are the people who know you best. By donating and sharing your fundraiser with their networks, they lend their credibility to your effort, showing the world that your fundraiser is worth their support and the support of others. We recommend encouraging **at least 5 close friends and family members** to post your fundraiser on their Facebook pages. You can also “tag” people to gain exposure.

G GROUPS

Reach out to groups that might be interested in offering support.

Identify groups that might be interested in offering support and share your fundraiser with the groups’ and members on **Facebook**.

Some groups to consider:

- Local community organizations (townhalls, churches, etc.)
- Alumni networks and schools
- Parent-associations
- Sports teams
- Colleagues
- Patient support groups

H HELP

Don’t be afraid to ask us for our help.

The Indiegogo team has years of experience helping people around the world raise money. We offer caring, one-on-one support and tailored coaching to help you reach your goals. Our 0% platform fee means your donors can be confident that you will receive **all of the money** they raise.

The first 8 letters are all you need to start a fundraiser!

Want to raise money today? Visit: Life.Indiegogo.com