

Personal Fundraising

What does personal fundraising mean on Generosity?

When you or a loved one experiences a challenging time, whether it be a medical emergency, loss of a family member, or a natural disaster, it can be emotionally and financially stressful. Often paying for medical bills, a funeral, or relief aid, prevent the situation from getting better.

Friends and family want to be supportive in this time of need, but they may not know how. Creating a fundraiser on Generosity is an easy way to let friends and family know that they can show their support by donating, sharing your fundraiser, or leaving a thoughtful note.

A fundraiser not only alleviates you or your loved one's financial burden, but it also can act as an emotional support system. Fundraiser recipients often find it uplifting to see their many friends and family come together with encouragement, love, and support.

How do I start a personal fundraiser?

It's easy to start a fundraiser on Generosity. Simply click create and begin telling your story.

A great fundraiser page is a personal and authentic way to connect your community. The more you share with your friends and family, the more supportive responses you'll receive. If you're raising funds on behalf of someone else, contact the recipient before starting the fundraiser. You'll need to be in touch with the recipient to send them the funds.

Story

The story is the heart of your fundraiser. If it's your story, you might feel vulnerable telling it, but know that by sharing your story you're creating a stronger support system around you.

Providing as much information as possible about your story and your cause also fosters trust and transparency among the visitors and potential contributors to your fundraiser:

- If you're running a fundraiser on behalf of someone else, **explain who the recipient is and your relationship to the recipient**. If you don't personally know the recipient, that's fine too. Just let your supporters know about it by including this in your story.
- Whether told by you or the recipient, the story should be **authentic** and transparent - paint a complete picture of the situation and let the fundraiser reflect your personality.
- **Be clear** about how much money you need to raise and where the money will go.
- **Add a picture of yourself** to make it feel more personable.

Sharing

When raising funds for a life event, it can be scary to share your story with the world, but rest assured your friends and family want to help. Donors feel good showing their support in this time of need. If you're raising funds for another, ask the recipient's friends and family to help you run the fundraiser.

Email is the best way to share your fundraiser with loved ones.

- The first paragraph should be personalized for the recipient, while the second paragraph can be a short summary that is sent to your entire community. It should say concisely why you're fundraising and why you need your community's support.

Social media allows you to spread your story further than your immediate friends.

- Use engaging pictures and videos in all posts.
- Create a challenge that incentivizes people to share your fundraiser. Ask your friends to upload content such as a favorite quote on Facebook and share it with five friends.
- Start a conversation by tagging friends.
- Favorite, comment, share or re-tweet your friend's fundraiser posts on Twitter and Facebook.
- Create a Facebook page for the fundraiser and include a link to the Generosity fundraiser in every post.

Offline fundraisers are not only a great way to raise money, but they can also raise awareness in your community and attract local press.

- Bake sales, potlucks, and garage sales are fun community events that cost little to organize.
- At the event, hand out fliers that have the link to your fundraiser page.
- Keep a list of attendees and follow-up with them after the event.
- Have a laptop or iPad handy so attendees can donate on the spot.
- Add any offline donations to the fundraiser page by donating on behalf of the attending donors.

Local news agencies can help you spread your story to people outside of your immediate network.

- Check out this [media toolkit](#) for best practices on reaching local media.

Updates

By donating or sharing your fundraiser, friends and family are expressing that they want to come on this journey with you. Use the updates section like a blog to keep loved ones informed.

- Send out **weekly updates** about the fundraiser or recipient's progress.
- Share **pictures, videos and personal testimonials**.
- Share **local media coverage** about your fundraiser.

Thank You

Don't forget to thank friends and family - demonstrating your gratitude is often enough to encourage a second donation to the fundraiser.

- Write a **personalized email** to show your gratitude.
- Give a **shout out** to your donors on social media.
- Send a handwritten **thank you note**.

Where else can I get help fundraising?

We know that fundraising for a medical need, a crisis, a funeral or memorial can be hopeful, scary, inspiring, and heartwarming all at once. That's why our Customer Happiness team is here to help you during this emotional time.

- Our Happiness agents are an empathetic group who can **relate to the ups and downs during a fundraiser**. Just like your friends and family, we know this is a tough time and we want to support you.
- It's frustrating to receive auto-replies when you need advice, so **all our inquiries are answered by real people who live in San Francisco, and who are trained experts in fundraiser management**.
- We also have **educational material** like our Playbook and Cause Handbook for more ideas and inspiration.

Want to see some real examples?

House Fire Richard and Danielle Cook: A fundraiser for a family who lost their home and all their belongings in a fire.

Help Find Adel Ait Ghezala: Adel Ait Ghezala was lost off the coast of Dubai and his loved ones came together to intensify search efforts.