



FUNDRAISER BEST PRACTICES





Thank you so much for supporting Team RWB! When you fundraise for Team RWB, you're helping us build the nation's leading health and wellness community for veterans. As you get started, we're here to help with a few fundraising tips!

When you registered, we created a fundraising center just for you. When you login (see your confirmation email for details) you'll have instant access to tools to make fundraising a breeze.

GETTING STARTED

1. Register Online and log in to your Fundraising Center using the link provided in your registration confirmation email.

2. Personalize your Fundraising Center by clicking "Manage"

Here, you can update your photos, share your personal connection to Team RWB, track your donations, access template emails and start a Facebook Fundraiser.

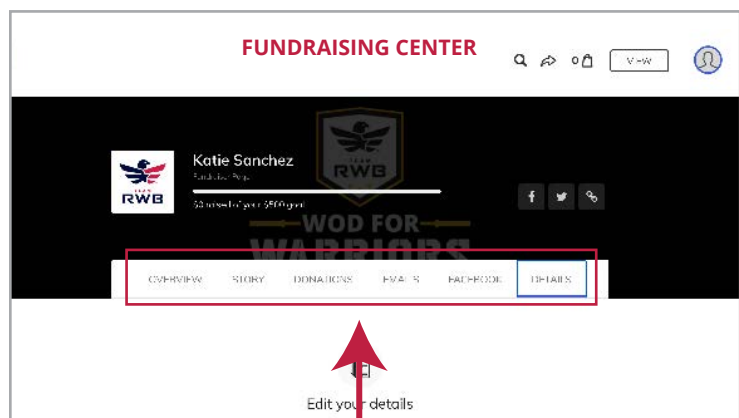
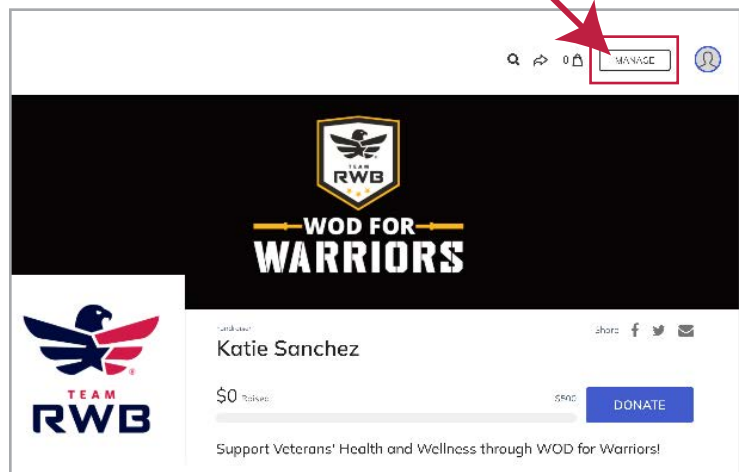
3. Set a Fundraising Goal

Think about how you can share your personal connection to Team RWB and what fundraising goal is meaningful to you. Aim to raise at least \$150 and start earning great Team RWB gear.

4. Fundraise!

- Access your online Fundraising Center
- Make a self donation to get started
- Ask your friends and family for support
- Share your progress

Personalize your Fundraising Center by clicking here



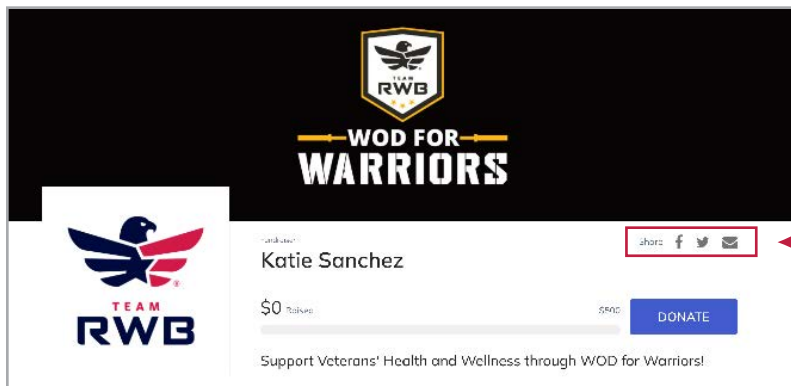
Update with photos, share a personal story, track donations, access template emails and start a Facebook Fundraiser here



SPREADING THE WORD

Once logged in to your Fundraising Center you can create an instant Facebook fundraiser. Your friends can donate to you right through Facebook and those donations will show up on your personal fundraising page and go towards your fundraising goal! This will help you share your story and raise funds through one of the most popular platforms around.

Email your personal network asking them for support using the template emails available in your Fundraising Center. Include a link to your personalized page to make it easy for them to click and donate.



Spread the word through Facebook, Twitter and email.

KEEPING MOMENTUM

Regularly post updates about your progress on your social media and via email.

- Adjust your goal upwards if you're close to meeting it.
- Ask your donors to share on their social media pages that they donated to your fundraiser, and spread the word to others they think may want to support Team RWB.



FINISH STRONG

- Be sure to personally thank each of your donors. The best way to do this is up to you, but we suggest reaching out in the same way they donated. If they sent you a check, send them a note in the mail. If they donated online, send them an email. If they donated through Facebook, tag them in a thank you post.
- Send an end-of-fundraiser update. Share how much you raised and how many donors supported you.