

# Fundraising 101

Don't know where to start? We've got you covered. Fundraising is easier than you think! All you have to do is ask. Here are a few tips and tricks to get you to the finish line:



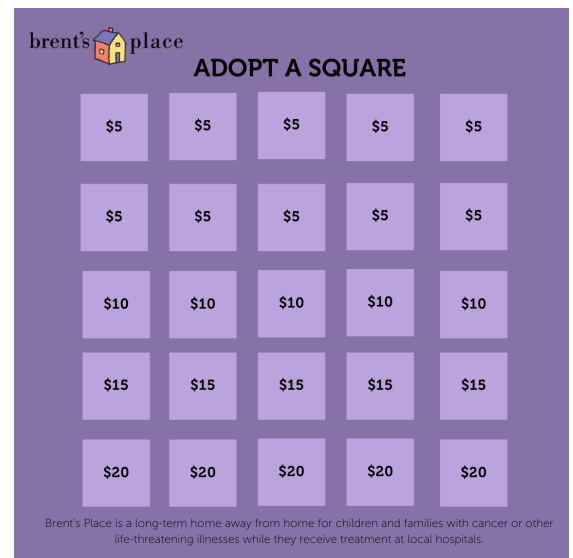
## Make it Personal

Start by adding personal touches to your fundraising page. Upload your photo and let people know what makes Brent's Place special to YOU! And don't forget to add a goal. Now, send your page to friends, family, and coworkers.



## Use Social Media

- Share a link to your personal fundraising page on Facebook or add it to your Instagram bio.
- Post photos and videos to take followers along on your Virtual Rider journey.
- Play Giving BINGO by inviting friends to adopt a square for a donation amount. Add donors names to their square using your phone's photo editor.



Download at [brentsplace.org/RRHQ](https://brentsplace.org/RRHQ)



## Employer Match

Double the impact of your gifts by reminding your donors that some employers will match their charitable contributions.



## Shameless Plug

Before you send out your next personal or professional email, remember to update your email signature with your personal fundraising page link.



## Virtual Kick Off

You can play bingo, have a trivia night, or even indulge in happy hour. A virtual kick-off party with family and friends is a great opportunity gear up for your ride and share why you support Brent's Place.



## Keep It Small + Simple

Ask 10 friends to donate \$10. Just like that you'll raise \$100!



**Need more help?** Email Mariah Law at [mlaw@brentsplace.org](mailto:mlaw@brentsplace.org).