

Fundraising Tips & Examples

Setting Your Fundraising Goal

You can customize your fundraising amount to support a unique goal. Be creative! Here are some examples of different ways to fundraise:

- If you are turning 37, set your goal to \$370
- If you are turning 20, set your goal to \$200, and ask 20 friends to donate \$20 each
- For every \$50 raised, pledge to share a funny picture with friends and family
- Set your goal to \$300 and pledge to run a mile for youth if you achieve it

Use Social Media to Share Your Campaign

When sharing your campaign on social media, use one of our social media graphics with your campaign link. Also, tag us in your posts: @Up2UsSports

Example Posts & Captions:

Social Media:
Facebook,
Instagram,
& Twitter

- Join me in supporting Up2Us Sports and providing youth with a transformational youth sports coach! Help me reach my goal of [fundraising amount] by visiting my fundraising page and making a donation! @Up2UsSports #Up2UsSports
- A trained coach is one of the most influential adults in a young person's life. Please help me support Up2Us Sports in training more youth sports coaches by making a donation to my fundraising campaign! @Up2UsSports #Up2UsSports
- Help me give youth the gift of a coach-mentor by supporting my fundraising campaign. My goal is to fundraise [fundraising amount] for Up2Us Sports so that I can help connect youth to a life-changing sports coach! @Up2UsSports #Up2UsSports

Email:
Asking for
donations

Family and Friends,

Please help me support Up2Us Sports by making a donation through my fundraising page for Pledge Your Birthday. Even a small donation will help me achieve my goal! The process is fast, easy, and secure.

Thanks so much for your support.

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[Your Name]

Email:
**Thanking your
donors**

Dear [Donor Name],

Thank you for supporting my birthday fundraiser for Up2Us Sports! Every \$200 raised connects a child to a transformational coach in an underserved community for one year of sports programming!

Fill out the birthday pledge form if you're interested in connecting youth with coaches! [Birthday Pledge Form](#)

Thanks again!
[Your Name]

Post Updates & Share Your Fundraising Progress

Use updates to keep friends and family engaged with your fundraising progress. You can share a picture about your goal, or share something about Up2Us Sports. Here are some tips below:

1) Count down the days until your birthday:

"My birthday is five days away! Help me reach my fundraising goal of \$200 by then!"

2) Share the remaining amount needed to meet your fundraising goal:

"Thank you for the help and support so far! I am just \$50 away from reaching my goal and changing lives."

3) Ask for a specific number of donations:

"I am \$40 away--with 4 more donations of \$10, I can reach my goal!"

4) Highlight the impact of your fundraising goal:

"Every \$200 raised connects a child to a transformational sports coach for one year of sports programming. Help me fulfill this goal and help a child in an underserved community!"

5) Ask people to share the campaign:

"It's my birthday and I challenge you to do one of two things: 1) Donate OR 2) Share This!"

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Other Tips:

Create a Fundraising Team: Have friends that share a birthday month? Start a fundraising team instead of fundraising alone! Set a goal together! Spread the campaign together! Raise more together!

Be the First to Donate: Making the first donation will show your support for the cause and encourage others to donate!