

Fundraising 101

Tips for Raising Money

1. **Start early** – This gives people more time to donate.
2. **Set a fundraising goal** – Make it challenging but achievable. Tell people your goal when asking for donations and ask for their help in reaching it.

Sample script: “Will you help me reach my goal of \$500 by sponsoring me in the AORN Foundation *Steps to Health Challenge*? Sponsorships can be as small as \$10 and will make a difference in the lives of nurses and patients.”

3. **Demonstrate your commitment by making a personal gift** – This is a great way to kick-off your fundraising efforts.
4. **Spread the word through social media**
 - ✓ Tweet and update your status with your fundraising goal and sponsorship requests.
 - ✓ Let your sponsors know they can donate online. They can go to aorn.org/foundation and click on Donate Now—designate the gift in your honor and you will receive credit toward your team.
5. **Reach out to your AORN Chapter** and ask for support. Non-race participants can show their support by sponsoring your team.
6. **Send thank you notes** to all donors.