Fundraiser Toolkit

go.unc.edu/LightUNCBlue

Below is a step-by-step guide to help you become a wildly successful fundraiser this #LightUNCBlue, April 2018!

Remember, supporters like you are the reason for every success we have. Your dedication means a lot to us, our patients, and their families.

Feel free to reach out if you have any questions along the way – we’re here to help.
1. BECOME A FUNDRAISER

Visit the #LightUNCBlue campaign site and click “Become a Fundraiser”
2. **SET YOUR GOAL**

It doesn’t matter how much money you raise – every dollar impacts Autism research at UNC. Don’t be afraid to be too ambitious either. You’ll be surprised how many people will step up and join you!
3. **MAKE IT YOUR OWN**

A. Click “Manage” in the top right corner of your page to edit.

B. Edit your story to tell your friends and family why Autism research and #LightUNCBlue are important to you.

C. Make a gift to your campaign. This shows people you are committed and helps get the ball rolling. People are more likely to contribute if someone has already donated.

D. Spread the word!
4. SPREAD THE WORD

Start reaching out to your closest friends and family via email and include a link to your fundraising page. These folks are most likely to donate, so getting them involved in the beginning helps get your campaign off the ground.

Hi Friend,

I hope you are having a great spring!

As you may know, April is National Autism Awareness Month. I am fundraising for #LightUNCBlue this year, raising funds for the UNC Autism Research Center. The average age in which a child with autism receives the diagnosis continues to be 4 to 5 years old. Earlier detection is critical – and possible! Taking advantage of this crucial period in a child’s development is imperative if we are to improve treatment outcomes.

If you are able to help expand Autism research for the patients and families of UNC Medicine, visit <<YOUR PAGE>> to make your gift today. I hope you will help me reach my goal of $____.

Thanks for joining me in this effort to raise awareness and funds to Autism research as part of UNC’s #LightUNCBlue campaign. You’re the best!
5. Get Social

Announce your campaign on social media. Show your early success and gratitude by tagging friends and family who have already donated.

Posts prior to and during #LightUNCBlue are important. Let people know why you support UNC Medicine and research. Update them on your goal. Post “Thank Yous” to people joining and supporting your campaign.
6. THANK YOUR SUPPORTERS

There are still things to do for #LightUNCBlue in May!

Acknowledge your supporters by sending thank you emails and making thank you posts on social media. UNC Medicine will send a thank you email, but it’s important that your supporters hear from you directly.
QUESTIONS?

UNC Medicine is here to help!

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