



## **FUNDRAISING TIPS FOR THE HNC FAMILY FESTIVAL**

Whether you're part of a team or fundraising as an individual, here are some ideas you can use.

- Host a fundraising event – bake sales, craft sales, yard sales, movie nights, auctions and more. Don't forget to make flyers to let the whole community know about your event.
- Contact a local business to sponsor a fundraising dinner, ice cream or frozen yogurt night where they donate a percentage of sales to your fundraising goal.

Start a letter writing campaign to family, friends and community members.

- Write a letter or e-mail to let people know what you are doing and why you are doing it.
- Tell your personal story and make it clear why the **HNC Family Festival** is important to you and your family.
- Send to family members, friends, co-workers and business associates (try using your holiday card mailing list) 3-10 weeks before the event.

Use Social Media.

- Use Facebook, YouTube, Twitter, Instagram, LinkedIn and other social media outlets to let your contacts know you are fundraising.
- Encourage your friends to donate with your status updates by using facts about bleeding disorders (see our Fast Facts sheet). Be sure to include a link to your personal fundraising web page in each status update.
- Share event information directly from Hemophilia of North Carolina's social media. Like, follow or link to HNC on Facebook, Twitter, Instagram, LinkedIn or YouTube and share with your contacts.

You may be told "no", but you will never hear a "yes" if you don't ask all of your contacts!

Parent	Sister	Brother	Sister	Cousin
Uncle	Aunt	Doctor	Grandparent	Neighbor
Co-Worker	Roommate	Boss	Friend	Pharmacist
Grocer	Accountant	Manicurist	Landlord	Hairstylist
Customers	Coach	Friend	Dentist	Veterinarian

However you choose to get the message out, don't forget...

- Let readers know donations are tax-deductible and checks should be made payable to **Hemophilia of North Carolina** or **HNC**.
- Sending thank-you notes after the event to everyone who sponsors you is a great touch.

If you would like more ideas or any assistance, please call the HNC office at (800) 990-5557 or email **HNC Staff** at [festival@hemophilia-nc.org](mailto:festival@hemophilia-nc.org). We are here to help.