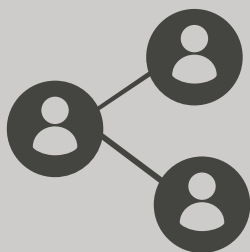


SEPSIS ALLIANCE

FUNDRAISING TIPS



FUNDRAISING IDEAS

- Host a bake sale. Instead of assigning prices, let your customers give what they can. Most people give more than you would expect.
- Have a "spring cleaning" garage sale, get your whole fundraising team involved.
- Talk to your employer about creative ways to make your office part of the team. Maybe a casual dress day for donations?
- Have a birthday or special occasion coming up? Ask for gifts to your fundraising page in lieu of another tie or knick-knack.
- Have a hobby like knitting or making jewelry? Create unique items to sell, then donate the proceeds.

LOCAL BUSINESS

Ask local business owners for their support through a direct donation, by putting out a donation jar for customers to contribute, or hosting a fundraiser night (i.e. 10% of the proceeds benefit the cause on a certain night.)

SAY "THANK YOU!"

Take the time to individually thank each donor for his/her support! Send a text or email, or, even better, send a thank you card in the mail. They will remember how grateful you were and will be more likely to donate again the next time you are fundraising.



MAKE IT PERSONAL

Make your appeal as personal as you can. Talk to your friends and family one-on-one and tell them about sepsis, and why you are supporting Sepsis Alliance. Then, ask them to join you. If you can't speak to someone in person, try calling them. You can always follow up with an email. Be sure to thank them for their time and support!

SOCIAL MEDIA

Social media is great for sharing your page with many people at once, and can be used in multiple ways. Here are some ideas for how to share your fundraising page on social media:

- Start a Facebook fundraiser - Like and follow the Sepsis Alliance FB page. On the FB page, go to the "fundraisers" section and click "+Raise Money." Then you customize your page and share with friends and family.
- Ask friends for a donation - make sure to say why you are raising awareness and funds.
- Individually thank your donors by tagging them in a post. This allows you to spread your message by thanking someone instead of asking for contributions.
- Update friends on your progress. You can update them on your training (Run 6 miles? Let everyone know it!), or update them on your fundraising progress and take the opportunity to thank everyone who has supported you so far.
- Talk about your progress and how grateful you are for everybody's support on your Instagram story.
- Share Sepsis Alliance resources and posts on social media, to show your supporters the impact their gift is making.



EMPLOYER GIFT MATCHING

Many companies offer an employee gift-matching program and will match charitable contributions to registered charities. It is an easy way to double your impact, and double the impact of any coworkers supporting your efforts.

CONNECT WITH SEPSIS ALLIANCE!

Questions about Sepsis Alliance or these ideas? Have some ideas to add? Let us know!

Email Alex at asadorf@sepsis.org



SEPSIS ALLIANCE
Suspect Sepsis. Save Lives.