

HOW TO GUIDE: Any Fundraiser!

AN INTRODUCTION: Peer-to-Peer Fundraising

Our definition of peer-to-peer fundraising is simple: to empower your friends, colleagues, family, neighbors and others (aka your peers) to support you and your efforts in raising money for a good cause, like HHT!

It's not submitting grants or asking businesses to sponsor an organization (although those are good too!). This type of fundraising is all about the personal connection between you and your people, what they can do to support you and this cause.

A huge benefit of peer-to-peer fundraising is that it actually does an incredibly awesome job about spreading awareness about a cause. Awareness is a key piece to any organization's mission, and Cure HHT is no exception. At the core of our work is making our world more aware of HHT. We want patients and medical professional to recognize the signs and symptoms of HHT. The more people who know about HHT will mean that more people can get tested, treated and hopefully one day, live their lives without fear of HHT.

HOW TO START: Your Own Fundraiser for HHT

Before you dive into any planning, the first thing you should decide is what you want to do! There are thousands of ways to fundraise for HHT. You should do something that feels fun for you and anyone else who joins you. Need ideas? Contact us at events@curehht.org to brainstorm what will be fun for you and your crew!

Once you've figured out what to do, the next to-do is goal setting. This includes setting a goal for how much you want to raise, how many people do you want to join you and how much planning time to you think you'll need. We're here to guide you with our best practices, so don't hesitate to contact us if you have questions!

And finally, figure out the best way to get people to support what you are doing! You can share your fundraising page or event website via email and social media. Don't be afraid to ask for donations to get you to your goal. People will want to support you and your efforts, and every donation makes a difference!

TIPS AND TRICKS: Make the Most Impact with Your Fundraiser

You want to create a lasting impression for anyone following your fundraiser.

Here are a few ways that we know will create fundraising success:

- Sharing your personal story about HHT
- Make it easy for someone to donate
- Say thank you to every person who supports you
- Share where you are in your progress, including how many days left in your fundraiser
- Incentivize donations by offering a giveaway or fun experience for a top donor or a random donor. People love feeling included, even if they cannot participate themselves