

HOW TO GUIDE: Birthday Donations

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 this cause.

A huge benefit of peer-to-peer fundraising is that it actually does an incredibly awesome job about spreading awareness. 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: Birthday Donations in Lieu of Gifts

You have a date, you know what to ask your peers and you are ready to start collecting donations!

Before you start, the first thing you should do is write out your story and explain why you are asking for donations to HHT instead of gifts this year. If you feel comfortable doing so, feel free to get personal with your HHT journey, and include how Cure HHT has helped you and your family. Contact us at events@curehht.org if you need help to craft the perfect birthday message.

You should also have a fundraising page to direct people to donate to. This could be on Classy or on Facebook if you think you'll have more responses via social media. Stuck on what to do? Email us at events@curehht.org and we will help you with setting up a place to receive donations.

Once you have your message and a place to send donations to, it is time to share what you're doing with friends and family. You can send a few emails, write a letter or two and post on social media. Be sure to say thank you to every person who donated!

TIPS AND TRICKS: Make the Most Impact with Your Birthday Donations

You want to create a lasting impression for anyone donating on behalf of your birthday.

Here are a few ways that we know will lead to success:

- Opt for cash or checks to be mailed to Cure HHT if people do not wish to donate online
- Share where you are in your progress, including how many days left and a special shout out to those who have supported you so far
- Send a thank you message after your birthday expressing your gratitude for everyone's thoughtfulness