



SuperHERO Fundraising Tips

Personalize your Fundraising Page

Use your personal fundraising page to share your Dartmouth Health Children's story and why you will be participating in the CHaD HERO. While you are at it, be sure to add a photo to your fundraising page. People are more likely to donate to your fundraising efforts when they know why you are fundraising for Dartmouth Health Children's.

Set a Fundraising Goal

It's OK to have a HEROIC fundraising goal. This will help motivate you and your potential donors. If you surpass your goal faster than the speed of light, you can always increase it.

Donate to Yourself

Be the first to donate to your fundraising efforts. This will kick off your fundraising and encourage others to donate as well.

Email, Email, Email

Email your family, friends, colleagues, and neighbors and share why you are fundraising for Dartmouth Health Children's. Let them know why Dartmouth Health Children's matters to you. Start by emailing your close contacts, as they are the ones most likely to contribute to your fundraising.

Follow Up

We are all busy and it is easy to forget you received an email asking for support. It is helpful to follow up with people who have talked to you about supporting your fundraising efforts. People usually need to be asked three times before they say yes and donate.

Get Social

Take advantage of your social media accounts. Share your fundraising page on Facebook, Twitter and/or Instagram. You can even link your fundraiser to Facebook through your CHaD HERO participant center. Tag people who have already donated and thank them while asking for new donations.