

**Personalize thank yous**  
Tell donors that you met your goal and how their donation helped the organization you are raising \$\$ for to make an impact!  
[\(Learn about Colin's Hope\)](#)

**Call/Email for a brainstorm session.**  
Alissa can help!

**Set a challenging but attainable goal. Don't settle for raising the minimum. (2X)**  
Give people a reason to give and set a personal fundraising goal that is a stretch but doable goal.

**Start NOW!**  
Set your Goal HIGH.  
The sooner you start, the more money you will raise.

**Use Social Media updates on Facebook, Instagram, Twitter & LinkedIn.**  
Post pictures, training updates, and fundraising goal.  
Send the ink to your page & Ask them to share it.

## **Tips for Pledge Raising Success**

**Set Up your pledge raising page.**  
**Share your story**  
**Why are you swimming?**  
**Who are you swimming in honor or celebration of?**  
**How does Colin's Hope prevent drowning?**

**Ask & Remind**  
People give if asked.  
People are Busy.  
Remind friends.  
  
**Remember: You are not asking for money for yourself- you are asking to help save lives.**

**Get Creative.**  
Have a garage sale.  
Have a dinner party  
Host a lunch 'n learn.  
Have a bake sale.  
Issue a challenge.  
Corporate Match?  
Donate in someone's name.  
Sell ad space on your body.

**Contact everyone you know.**  
Email contacts, social media friends, family members, neighbors & members from your clubs & organizations.  
You will be surprised who gives!