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-  **SET YOUR GOAL:** Log into your personal fundraising page and set a goal (ex. \$200) to raise the most you possibly can. Donors want to help you achieve your goal and will rise to the challenge!
  -  **TELL YOUR STORY:** Update your personal page and share your connection to the Hope & Heroes Walk. Your story connects your community to the mission and will inspire them to donate.
  -  **BE AN EXAMPLE - MAKE A DONATION:** Inspire your donors, show your fundraising dedication, and make your first donation!
  -  **LAUNCH YOUR FACEBOOK FUNDRAISER:** Click the 'Set Up a Facebook Fundraiser' link in your participant center dashboard and let the tech do all the work. This is the fastest and easiest way to fund raise!
  -  **MAKE YOUR LIST:** Put your contacts into groups and tailor your message to each one. Use our Memory Jogger guide you and make sure you reach out to everyone.
  -  **GET SOCIAL:** See our "Social Media Tips and Tricks" sheet for more information.
  -  **FOLLOW UP:** It typically takes 4 asks before a person acts, so don't be shy about following up! Share your progress, the successes of Hope & Heroes, and use these updates to remind people to donate.
  -  **MATCHING GIFTS:** Many companies will match an employee's charitable donation. This can double (or even triple) the money you've raised! Check whether your company and your donors' companies have matching gift programs.
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