

FundraiseUp - Starting Your Fundraiser Guide

We are so excited you're here and ready to make an impact. Creating a fundraiser for AG Bell is quick, easy, and a great way to support children and families in the deaf and hard of hearing community.

First, [click on the "Start Fundraiser" button on our website](#), or use the link found in our email or social media posts. Once you're there, follow these simple steps:

Step 1: Set a Fundraising Goal

We recommend setting a goal of **\$300**—but feel free to challenge yourself! Every dollar you raise helps provide resources, advocacy, and support for families and individuals with hearing loss.

Step 2: Upload a Photo

A great picture makes all the difference! Choose one that resonates with you—maybe a childhood photo, a picture with friends and family, or something that shows your journey.

Step 3: Tell Your Story

This is where you can make your fundraiser personal. Share why AG Bell's mission matters to you! Here are some prompts to help you get started:

- **Share anything you'd like about your hearing loss and/or speech journey.** Maybe a personal experience, advocacy work, or something that inspired you.
- **What's something most people don't know about your experience?** Or, share a recent challenge you've overcome.
- **How has AG Bell played a role in your journey?** Whether it's through programs, resources, or a special experience, we'd love to hear!

Step 4: Share, Share, Share!

Once your fundraiser is live, spread the word! Share your page with family, friends, and social media. The more people who know about it, the more support you'll receive! *See next page for a sample email announcing your campaign.*

Step 5: Track Your Progress

Check back on the website to see how you and your team are doing. You can track donations, celebrate milestones, and even see who's in the lead to be our **top fundraiser and take the first prize award!**

That's it! You're all set to make a difference. Thank you for supporting AG Bell and helping us create a world where everyone has access to sound and speech.

TEMPLATE YOU CAN USE TO PROMOTE YOUR YOUR FUNDRAISING CAMPAIGN
TO: Your friends, family, and colleagues — please modify it as you see fit!

SUBJECT: Join me in the World Hearing Day challenge!

Hi [NAME],

I'm celebrating World Hearing Day this year through the Alexander Graham Bell Association's very first *Hear Our Stories* campaign.

AG Bell helps more people who are deaf or hard of hearing access to financial assistance, leadership programs like LEAP and LOFT, and other resources they need to live a life without limits. We're helping kids, young people, adults, and families connect with AG Bell's incredible community across the US and around the world, where they can find mentorship, guidance, and a sense of belonging.

I've started a personal fundraising campaign in support of this cause I hold near and dear to my heart. [[SENTENCE ON YOUR AFFILIATION TO AG BELL'S MISSION and your story you want your reader to hear!](#)]

Can you help me reach my personal goal through donating today? [[<LINK THIS QUESTION TO YOUR PERSONAL FUNDRAISING PAGE](#)]

I'm excited that a generous donor has agreed to match donations raised during the *Hear Our Stories* campaign 1:1 up to \$3,000! Every dollar we raise will be DOUBLED.

Thank you for your consideration! I appreciate it.

[include your email signature]