

HAE Day Fundraising Guide

By fundraising on behalf of the US HAEA you are helping to support families battling Hereditary Angioedema. All funds raised for HAE Day 2020 will support critical HAE research for a cure.

Here are three fundraising ideas to get you started:

1. Create an online fundraising page and ask your friends to donate: Click [HERE](#) to get started. Is this where we are going to encourage them to use our classy platform and include a guide how they can set up fundraisers?

1. Make it personal

- a. Personalize your fundraising page by uploading a profile photo and sharing your personal photos and videos. Tell your potential donors why you are getting involved and share your story about how Hereditary Angioedema has affected you. . Remember, your family and friends are interested in the cause but they are primarily interested in you and your story.

2. Lead by Example

- a. Start by donating to your own personal page, no amount is too small! Other people are more likely to donate to your page when they see that someone has already contributed. Donating some of your own money also shows potential supporters that you are serious about funding HAE research for a cure.

3. Spread the word

- a. Get the word out right away by emailing your closest contacts and asking them for donations. Getting your friends and family to donate to your page will help you build up some momentum. Before you know it you will be well on your way to reaching your fundraising goals. Social media is also a great tool to update friends and family on your progress and reminds them to help fund research with their contribution.

4. Set a Goal and Deadline

- a. Goals lead to results- when your supporters see what you are striving for they will be motivated to help you get there. Always make sure to give donors a deadline too. They will be motivated to act quickly if they must. Follow up with your friends who are slower to respond. Many people may want to donate but just forget because they are busy.

5. Thank your donors

- a. When the donations start pouring in, make sure you take time to thank each donor. Write a handwritten letter, send an email, or make a personal phone call. It also helps to thank your donors publicly by tagging them on social media- it further encourages others to donate. Thank you's go a long way!!
2. Host a Cookies 4HAE bake sale: Bake sales are a popular way to raise money, and it is easy to see why. They are fun, delicious and they don't have to be difficult. Running a bake sale is a great way to get communities involved in fundraising for HAE research!
 - a. **Plan your Date & Venue:** Proper planning is the first ingredient for success. Make sure your sale does not conflict with another important event in your community. Reach out to your school, church, community center etc for permission to host your bake sale.
 - b. **Choose your bakers:** The more baked goods you have the better your odds are for a successful event. With this in mind, choose as many bakers as your heart desires. Reach out to them in plenty of time before the event so they have ample time to prepare.
 - c. **Choose your theme:** Having a theme is a great way to get people involved and excited about your event. Themes can be based on anything like your favorite animal, season or holiday. Be Creative.
 - d. **Why not throw a competition in the mix:** A competition is a great way to get people excited about what they are baking. You could base your competition on the most creative idea, best-selling item or best cake.
 - e. **Decide on what you are baking:** Cupcakes, brownies, and cookies are always winners when it comes to bake sales. It's also worth thinking beyond baked goods with candies and chocolates!
 - f. **Advertise your bake sale:** One of the best ways to reach a large group of people quickly is through social media. Be creative with posts and invites. Be sure to include date time and location.
 - g. **Consider food allergies:** On the day of the bake sale consider displaying food allergen labels to ensure optimum safety. You can learn more about food allergies by clicking [HERE](#). Click [HERE](#) for food allergy labels
 - h. **Plan your Display:** Decorations are essential for catching people's eye. Be creative with your decorations and remember your theme.
 - i. **Pick your Prices:** Plan how much you will charge or each item ahead of time to give you less to do on the day of your event.
 - j. **Take pictures:** Post lots of pictures on social media to showcase all of the great items for sale and show everyone having a fun time!

3. **Dine to Donatedonate:** This is a fun and easy way for your favorite local restaurant to assist you in raising funds for the HAE Research. Each restaurant handles dine to donate programs a little differently. Typically, when your friends and family hand in your organization's "Dining to Donate" event flyer on the day of the event, a percentage of their purchase will be donated directly back to the US HAEA.
1. **Plan your Date & Venue:** Proper planning is the first ingredient for success. Reach out to your favorite local restaurant to see if they offer a dine to donate program. Make sure your event does not conflict with another important event in your community. The restaurant manager will help you schedule the event. Schedule your Dining to Donate at least four weeks in advance. Four weeks provides you an ample amount of time to properly promote your event
2. **Create a Flier:** Create a flyerflier for your event. Most restaurants will require supporters to bring the flier in on the date of the event to get credit. Some restaurants will even create the flier for you!! Post it online, email it to friends, hand it out to friends, family, neighbors and everyone you see.
3. **Advertise:** Social media is always a great source for getting the word out. Let all your friends, family, co-workers, etc. know about the dine to donate event. Post fliers at church, at the gym, local bulletin boards, etc. In addition to distributing and e-mailing flyers, try a unique advertising technique such as inserting your flyer into the school newspaper, weekly newsletters/e-newsletters, or even uploading the flyer to Facebook or your blog. Make your flyers stand out by printing them on brightly colored paper like orange or neon green. Remember, all guests **MUST** have a printed copy of the flyer with them
4. **Encourage Friends and Family to bring one Person Each:** This is the easiest way to double your donation total. If you know one of your friends or family is attending, encourage them to bring one more person with them.
5. **Enjoy:** Enjoy a great meal, hand in your flier and have a great evening with friends!