

# Lucky Lemon **Tips**

## Making the Most of Your Fundraising Page

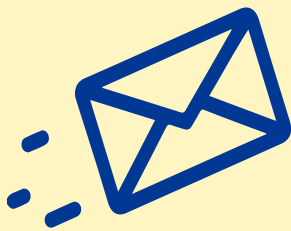
**When you registered your stand or event with us, you received your very own virtual headquarters: your fundraising page.**

This page is a powerful tool for raising money and promoting your stand or event. You can use it to let everyone know your event details and track your progress toward your goal. Your fundraising page is also how you'll accept online credit card donations.

Your supporters can donate directly to your event via your page – just give them the link, and they can click “donate” right from your page. The best part is that they can give anytime, in the weeks before, during or after your event. They don't have to be present at your stand or event to support you! Here are some tips to make the most of your fundraising page:

### **Tips:**

- Personalize your page with photos, inspiring messages and honor a childhood cancer hero!
- Email or share your page on social media and ask for a donation. Make it attainable for your donors, for example, ask friends to donate \$50 which pays for one hour of cancer research.
- Make your fundraiser more meaningful by sharing a childhood cancer hero story in your donation ask (see sample email below).
- Remind donors that every donation makes a difference and be sure to thank them for giving!



### **Sample Email:**

Hi Tom,

I'm writing to share some exciting news. I am holding a lemonade stand to benefit Alex's Lemonade Stand Foundation on Sunday, July 1 at 10am at Smithville School in honor of my friend Sarah, a childhood cancer hero. I am challenging myself to raise \$1000 for childhood cancer research. Did you know that childhood cancer is the #1 cause of death by disease in kids in the US? Childhood cancer research is desperately needed but vastly underfunded, and that's why I am committed to this cause.

To help me achieve my goal, I'm asking you to donate \$50 to my effort. That is enough to cover a full hour of childhood cancer research.

Thanks for your support,  
Lily

