



**OPERATION**

**BROKEN SILENCE**



**WELCOME TO  
HOLIDAY FUNDRAISING!**

Thank you so much for committing to fundraise this holiday season! Here are some quick tips that will make fundraising easier for you:

**1. CUSTOMIZE YOUR PAGE!** When you add just a little information about yourself to your fundraising page and state why you are fundraising, your page becomes much more effective!

To start, simply visit your fundraising page and click the *Manage* button at the top. Select the *Story* tab to get started. Underneath the video, add a few sentences explaining why you are fundraising. Click save and that's it!

**2. COMPLETE THE *DONOR TRACKING SHEET*!** This tool organizes your fundraising efforts quickly, allows you to track who you have asked to give, and allows you to easily follow up with those who haven't yet. Fundraisers just like you who use this sheet see a 40-60% increase in donations!

**3. IF YOU HAVEN'T GOTTEN A DONATION YET, MAKE THE FIRST ONE!** Most people won't give to a fundraising page until they see that the fundraiser or someone else has already given.

You making a small gift not only gives a little extra credibility to what you are fundraising for, it also shows your donors that you participated in the exact same way you are asking them too. Bold move!

**4. SHARE ON SOCIAL MEDIA!** Most of your donations will come from you directly reaching out to people on your *Donor Tracking Sheet*, but once you have a few donations in you can also share your fundraising page to social media asking for people to give.

**5. THANK YOUR DONORS!** Did you know that you can thank your donors straight from your fundraising page? You can! Simply visit your fundraising page and click the *Manage* button at the top. Select the *Donations* tab to get started.

If you need help, reach out to us at [info@operationbrokensilence.org](mailto:info@operationbrokensilence.org)! Our team will be in touch every week to see how things are going. Good luck!