



cold hands warm hearts

# A RECIPE FOR SUCCESS

Fundraising is a piece of cake!

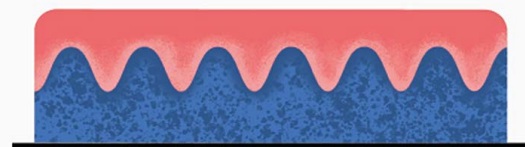


Raising support can be tricky, but with a good foundation and some creativity you can get the ball rolling to reach your goals. A good start is to approach fundraising like frosting a cake!

## It starts with **YOU**

- 1** Your first layer of support is the foundation; **YOU!** Let others know you are serious about the cause by being the first to contribute. People are more likely to support if they aren't the first one. **By** donating yourself, you set things in motion, and it is encouraging for others to pitch in.

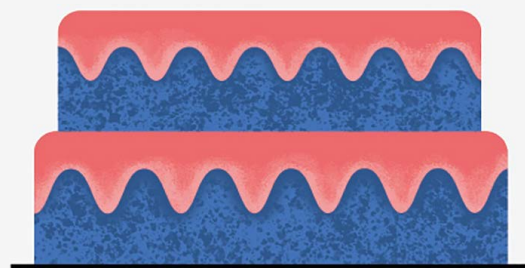
- 2** Thank the next layer of support in advance for considering supporting a worthy cause and your initiative!



## Reach out to your **COMMUNITY**

- 3** Next layer of success: Friends and family. Ask people you are confident will support! Provide details about why you are inspired to help, and how they can get involved! Donate, walk, or both!

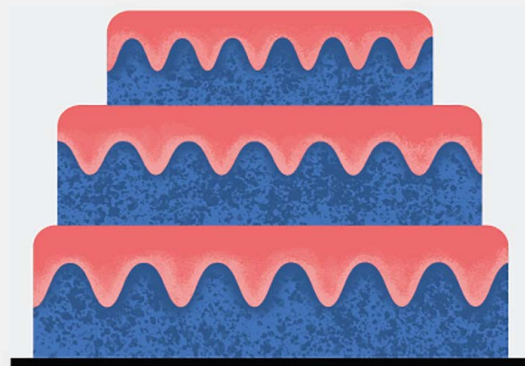
- 4** Add another layer of "Thank you!" - keep your supporters in the loop. Show them the progress.



## Connect with your **NETWORK**

- 5** Third layer: take it to your larger network. Colleagues, Social Media, Spread the word! You've got a solid base so others will be inspired!

- 6** Cover it all with gratitude and you have a great cake-er- I mean, campaign!



Be sure to remind people of the event and the details!  
Cold Hands Warm Hearts - Hope Mission Downtown - March 09th  
- Registration opens at 10:00am  
[www.hopemission.com/warmhearts](http://www.hopemission.com/warmhearts)