

# THE COACHING FELLOWSHIP

The Coaching Fellowship is creating the **Heroine Fund** that supports the coming next 2 years **1000 young women leaders**, our heroines on their journey forward. Below tips how to fundraise with us:

## GET THE BALL ROLLING



Nobody likes to be first. That's why it is a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

## ADD YOUR WHY TO THE EMAIL



Write your friends, family and colleagues a short email. Explain **WHY you are fundraising** for The Coaching Fellowship's Heroine Fund. Let your family and friends know why this matters to you. That's what they care about most!

## START WITH CLOSE CONTACTS



It works well to start by emailing your close contacts, because they are the most likely to donate. Try sending some quick personal notes to your inner circle to build momentum. Then you can write up one email to reach all of your other contacts.

## SPREAD WORD ON SOCIAL MEDIA



Once you sent your first emails out, it is time to turn to social media. One of the best strategies on Facebook and Twitter is tagging and thanking people personally that have donated while asking for new donations.

## REENGAGE WITH EMAIL



Sending a few follow up emails can help! Emails are easily overlooked and often people open them up and forget to go back to it. You can send a follow-up email updating them on your progress on milestones (for example 50% raised) and ask to help raise the next milestone.

## CONTINUE TO THANK AND UPDATE SOCIAL MEDIA



As more people in your network gets behind you, keep thanking them on social media and make sure to continue to share your progress towards your goal.

Fundraising often takes a good heart and some persistence. We are honored to have you rally with us! Your effort will make a big difference. **THANK YOU!**