



#Altruism in action

TOGETHER FOR KARUNA

How to Create a Successful Campaign

1 Create and customize your page

Create your fundraising page on the Karuna-Shechen platform: <https://altruism-in-action.org>

Choose your fundraising method: challenges, personal events, student initiatives, etc. Complete the form and follow the steps to create your own page.

- Set an ambitious but achievable goal.
- Choose a photo for your campaign.
- Explain why you're supporting Karuna-Shechen.
- Lead by example by making the first donation.

2 Share your fundraiser

The best collection strategy is to first **contact the people closest to you**, and then reach out to people you don't know as well.

Start by **reaching out to your family**: send an email or explain to them in person the reasons for your commitment and the cause you're supporting.

Then contact your friends, acquaintances, and colleagues. Talk to the general public via social media platforms.

Adapt your message according to your audience: personalize your messages if you write to your friends and family, and explain to those who don't already know why you are supporting Karuna-Shechen.

Your closest circle is the most likely to give, and this will increase your chances of receiving donations from others. The more donations you collect, the more activity people will see on your page, and the more likely they are to want to be part of the excitement!

Remember

Don't be afraid to ask people to donate.
Be clear on what you are asking for.
Don't forget to include your campaign page web address.

**Don't be reluctant to ask for a donation,
as it is for a good cause!**



3 Share on social media

Use **social media** to make your fundraising page known to as many people as possible.

Tag your friends who are already following your **Facebook, Instagram or Twitter** page to amplify the impact.

Post your progress and share articles, testimonials, photos and videos from Karuna-Shechen. Add **#AltruismInAction** to each of your posts.

Remember to **ask your colleagues and former colleagues** via LinkedIn. You might be surprised by the number of people willing to support a good cause!

Feel free to follow-up with people who have not responded or who have not yet donated. We all have busy lives, and some people may have forgotten!

4 Thank your donors

Remember to send a **warm THANK YOU** to each of your donors!

Remind them that it is **only because of them** that you have achieved your goal.

Contact us for support
or to answer your questions.
We're here for you!
altruism@karuna-shechen.org

