



 **BRUCE LEE**  
FOUNDATION

GUIDE TO GREAT  
**FUNDRAISING**

# GET STARTED

Welcome to Team Bruce Lee! You've decided to fundraise for the Bruce Lee Foundation and we couldn't be more excited. Let's get you started...

## CREATE YOUR PAGE

If you haven't already created your online fundraising page, **[click here](#)** and get going!

## PERSONALIZE YOUR PAGE

Now that you've set up your page you can personalize it. Add your own story, videos and photos. Share your story.

Answer the question: Why are you getting involved and passionate about helping us? Get creative.

***Click for an example.***

## BE THE FIRST

Lead by example. It's always a good idea to get your fundraising off to a great start by making the first donation. This shows your dedication and belief in yourself and us, and will make others more likely to get involved.

**TIP**

Photos are the best way to really make your page stand out. ***Click for an example.***

# GET EMAILING

Take a minute to explain the good work the Bruce Lee Foundation does, where the money you raise will be going and why this matters to you.

## SHOW YOUR WHY

We've put together an email template you can use right from your fundraising page. The most important thing to add is why you are fundraising. Make sure you include a direct request for support and a link to your fundraising page.

## MAKE IT PERSONAL

Personally email the 5-10 people closest to you first. Asking your closest family and friends to donate first will help to build momentum and show some activity on your page.

## TRUST THE PROCESS

Next send an email to the rest of the people closest to you (10 - 15 people). Finally, send an email to anyone else in your contacts list with whom you are comfortable asking for support. These could be co-workers, teachers, friends of friends. Who else can you think of?

**TIP**

Whatever you do, be authentic, be honest and be you!

# GET SOCIAL

## SPREAD THE WORD

Now that your emails are sent, it's time to spread the word on social media. One of the best strategies to use on facebook and twitter, when you are asking for new donations, is tagging and thanking people who already gave to your campaign. This spreads your message further and lets people know you have supporters in your corner.

## SHARING IS CARING

Even if people can't afford to make a donation this time round, that's ok, they can still help your fundraising efforts by sharing your posts, telling their friends about your campaign and asking their friends to share your posts as well.

## USE THE TOOLS

We've created some unique shareable tools, that you can download from our website, to help motivate your supporters. Go ahead, take a look **here** and get downloading!



# SUCCESS IS A JOURNEY

## FOLLOW UP

It's ok to send follow up emails. Emails are easy to overlook. People often open them up quickly and forget to check back and reply. Give those people a friendly reminder about your campaign and how they can help.

## DON'T ASK ALL THE TIME

Update your networks by sharing Bruce Lee quotes and inspiring stories about the people you are helping, rather than always asking for donations. The more people understand the cause, and why you are helping, the better the chances of them contributing next time you ask.

## MILESTONES ARE IMPORTANT

Use email and post messages to social media and your fundraising page to keep people up to date with your progress as you reach different milestones (50% raised, 75% raised, etc.). Ask supporters to help you reach your next important milestone.

### TIP

It often takes 3 points of contact before someone will donate.

# ENJOY YOURSELF

It's not everyday you get to change the world.



## SO HAVE FUN!

Fundraising can be challenging, but remember, by making the decision to fundraise you are changing the world for the better.

Congratulations!

Enjoy knowing your efforts are having an impact and making a lasting difference to people who truly need it.

# FUNDRAISING IDEAS

## TAKE THE "WALK ON!" CHALLENGE

Set yourself a personal goal. When life gives you obstacles you must summon the courage and Walk On!

## HONOR A LOVED ONE

Honor the legacy of someone who has made, or continues to make, a difference in your life by fundraising in their name.

## HOLD AN EVENT

Get your friends together and fundraise. Go on an outdoors adventure, have a dance contest, hold a martial arts workshop. You name it, you can do it.

## HONESTLY EXPRESS YOURSELF

Channel your inner Bruce Lee. Fundraise by honestly expressing yourself in a way only you can.

## DONATE YOUR BIRTHDAY

Ask your family, friends and supporters to make a donation to your campaign instead of giving you a gift for your birthday.

## START A TEAM

Teamwork makes the dream work. Start a fundraising team and expand the impact you're making by taking action as a group.

**TIP**

Embrace your uniqueness and show the world what you can do!

"REMEMBER SUCCESS  
IS A JOURNEY, NOT A  
DESTINATION. HAVE FAITH  
IN YOUR ABILITY. YOU WILL  
DO JUST FINE."

