

Trot to Clot Fundraising Guide



Thank you for supporting Trot to Clot, Hemophilia of Georgia's fundraiser to support **Camp Wannaklot**! Inside this packet, you will find helpful tips and information to help you achieve your fundraising goals. Fundraising teams are encouraged to raise **\$25,000**, helping us hit our overall goal of \$65,000 for Camp Wannaklot. Please contact Nick Stinson, Community Engagement Coordinator, for fundraising questions at: nmstinson@hog.org.

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: Fundraiser Prizes

- 1. **Event t-shirt with team name on the back**–Team with the most event registrations (20 minimum).
- 2. **Team captain will receive a YETI Hopper Flip 18 Cooler**–Most funds raised by a team.
- 3. **\$1,000 Delta Gift Card**–Top individual fundraiser.
- 4. **Four 1-Day Park Hopper Disney Tickets**–Individual with most donors.
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Setting Up Your Fundraising Page

1. Visit hog.org/trot and click any of the links to register.
2. On the Trot to Clot page, click REGISTER.
3. You can register as an individual, join a team, or create a team.
4. Complete your registration and follow the prompts to checkout.
5. Check your email with the subject "Claim Your Fundraising Page". We recommend creating your account through Facebook to make sharing easier!

How would you like to register?



As an individual

Fundraise without
joining a team.



Join a team

Fundraise with
an already
existing team.



Create a team

Fundraise by
creating your
own team.



Reaching Out to Your Network

The Onion Method

Peer-to-Peer fundraising works like peeling an onion, but from the inside out! Top fundraisers start reaching out to their core contacts first, then work their way towards their more distant contacts.



Why does it work?

- Because your best friends are more likely to donate, and it will help get the ball rolling!
- The closer you are to your goal, the more willing people are to donate.
- When your outer circle sees your momentum, they will want to join the movement!

Where do I start?

1. Send an email to 5-10 of your closest friends and family members. A template for what to say is provided in the next section. Be sure to address them personally, and maybe add a quick note!
2. Send an email to 10-15 of your close contacts, preferably those you catch-up with every once in awhile. Be sure to let them know about Camp Wannaklot and what it has done for you and/or your family member.
3. Send an email to as many other contacts as you feel comfortable reaching out to. This could be co-workers, your church group, or maybe a few connections you made at a social get-together.
4. Reach out to your entire network via social media. Classy makes it easy for you to share your fundraising page via Facebook and Twitter.

Social Media and Email Templates

Social Media Templates

Facebook

Can you help me send nearly 100 children to Camp Wannaklot this summer? I am fundraising for Hemophilia of Georgia's Trot to Clot, and I would appreciate your support. The camp helps children treat their bleeding disorder while giving them the opportunity to make friends and have fun! You can donate directly to my page here: (insert link). #TrotToClot

Twitter

Help me send nearly 100 children to a life-changing camp this summer! Camp Wannaklot helps children treat their condition and meet others like them. How you can help: (insert link). #TrotToClot

Instagram

Children with a bleeding disorder need your help! I am fundraising for Camp Wannaklot, a summer camp for children with an inherited bleeding disorder. With your help, we can raise \$65,000 to give a life-changing summer to these boys and girls. Hit the link in my bio! #TrotToClot

Email Template

Hi (name),

I am reaching out in hopes that you can help me. I am fundraising for Hemophilia of Georgia's Trot to Clot. This fundraiser supports Camp Wannaklot, a summer camp for children with an inherited bleeding disorder.

For more than 25 years, Camp Wannaklot has helped these children treat their bleeding disorder and meet others just like them. Nearly 100 children attend the life-changing camp each year.

Would you be able to join my team or donate to my fundraising page? The process is fast, easy, and supports all the fun at camp! Here is the link to my page: (insert link).

Kindly,
(Your Name)

Fundraising Tips



Pro Tip

Start your campaign strong by donating \$25 to your fundraising page. This will show others you're committed to success!



HOW TO QUICKLY RAISE \$250

1. Ask 2 family members to donate \$25.
2. Ask 5 friends to donate \$15.
3. Ask 5 coworkers to donate \$10 each.
4. Challenge your network to help you raise \$75 in exchange for posting a video on social media of you doing something silly like getting pied in the face! Get creative, but be safe!