

FUNDRAISING TIPS

One hundred percent of the dollars you raise support the 9/11 Memorial & Museum and its mission. Over 20 years after 9/11, your fundraising will ensure that those with no lived memory of that tragic day will learn about the 2,977 victims killed, and the selfless acts of service and sacrifice shown on the day of the attacks and beyond.

By letting people know how their dollars are put to use, you can show them how far a donation will go. Share these facts wherever you can:

KICKSTART YOUR FUNDRAISING TODAY WITH THESE 3 SIMPLE STEPS:

1

Customize Your Photo and Set Your Goals High

The more you personalize your fundraising page, the more you can raise. Choose an appropriate photo that reflects your reasons for walking or running. Set an ambitious fundraising goal, even if you think you might not reach it. A high fundraising goal will encourage your friends and family to give.

2

Share Your Story and Ask For Support

Share your own story and connection to 9/11 to help potential donors understand why you're taking part in the event, and then put it on your fundraising page. You can also use your story in an e-mail to friends and family or on social media with a link to your fundraising page. Your story is powerful and will inspire others to give or join the 9/11 Memorial & Museum 5K Run/Walk themselves!

3

Follow Up and Say Thank You

It may take a few e-mails or social posts before you begin to receive donations. That's normal and to be expected. Sending reminders or updates on your fundraising progress and training efforts will help you reach your goals. And don't forget to send a thank you note after you receive each donation. A little thanks goes a long way.

\$50

Sponsors two students visits



\$75

Cares for the Survivor Tree



\$100

Helps preserve our collection or artifacts



NEED MORE INSPIRATION?

Here are some more creative fundraising ideas:



Pledge per mile

Ask your family and friends to pledge a specific amount of money per mile you walk or run leading up to or on April 30, 2023. Track your miles on Strava so they can see how far you'll go to help support the 9/11 Memorial & Museum.



Outdoor or virtual game night

Host a virtual or outdoor game night: Ask your friends and family to join you for trivia, Pictionary, charades, or any communal game you love to play. The only entry fee is a donation to your fundraising page.



Virtual bake sale

Put your baking skills to work! Create some treat boxes with your favorite baked goods and invite your friends to pick up a box to go in return for a donation to your fundraising page.