

Choosing a Charity

Choose a charity YOU are passionate about and something that aligns with your mission. Here's an example:

I chose Partners in Health because they help solve health disparities within underserved communities in Africa. My mission is to solve health disparities through health education and in-depth discussions on complex medical topics. Partners in Health heavily aligned with my mission; we both work on solving health disparities.

There are two main categories of fundraisers: online and in-person.

Online

Online fundraisers can be whatever you think of. Think campaigns, advertisements, or websites. With a link to donate or a DonorBox like the one I use, your fundraising can be very creative.

Whatever your campaign is, your description will make or break your fundraiser. A good description will have the mission of the charity, what the goal is, and a call to action (to donate) mixed in. I would recommend creating a campaign to promote whatever fundraiser you decide to do.

In-Person

In-Person fundraisers can be much more effective than online campaigns. These campaigns go directly to the donors, forcing them to make a decision. More often, the decision is yes. Also, there can be a lot of creativity with these fundraisers. From selling items to going door-to-door, fundraising in-person can be heavily varied. I would recommend going door-to-door; it makes sure you cover all potential donors.