



# SPECIAL OPERATIONS WARRIOR FOUNDATION

## Host Your Own Online, Virtual, or Local Community Fundraiser for Special Operations Warrior Foundation

### Step 1: Define Your Fundraising Goal and Plan

**Set a Clear Goal:** Determine how much money you aim to raise. Consider the size of your network and set a realistic, yet ambitious target. SOWF will provide DIY and Virtual Fundraisers with our logo, verbiage about our foundation, and a free online fundraising page you can share on social media and use to secure donations.

**Choose a Fundraising Activity:** Decide on the type of event you want to host and reach out to us to let us know.

Popular ideas include:

#### Online or Virtual Fundraising:

- Online auctions
- Virtual runs/walks or fitness/endurance challenges
- Virtual Food and Wine Tastings
- Crowdfunding campaigns

#### Local Community Fundraising:

- Charity runs or walks.
- Bake sales or car washes.
- Community yard sales
- Benefit dinners or BBQs.
- Local business partnerships (percentage of sales donated)

### Step 2: Create Your Fundraising Page

**Select a Platform:** Choose a fundraising platform that supports your event type or request to have SOWF set up for you. Websites like GoFundMe, JustGiving, or Facebook Fundraisers are user-friendly and widely used.

**Set Up Your Page:** Include compelling content:

- **Title:** Create an engaging title for your fundraiser.
- **Story:** Explain why you're raising funds for SOWF and how contributions will make an impact.



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- Images/Videos: Add personal photos or videos to make your page more appealing.
- Goal: Clearly state your fundraising goal.

### Step 3: Promote Your Fundraiser

- Social Media: Share your fundraiser on all your social media platforms. Use engaging graphics and stories to attract attention. Tag friends and family to broaden your reach.
- Email Campaign: Send personalized emails to your contacts explaining your cause and inviting them to contribute.
- Community Outreach: For local events, use flyers, posters, and local media to spread the word. Partner with local businesses for promotions and support.
- Updates: Keep your audience engaged with regular updates about your progress and the impact of their contributions.

### Step 4: Engage Your Supporters

- Interactive Content: Host live Q&A sessions, share stories of those who have benefited from SOWF, or give live updates during your event.
- Acknowledgment: Thank your donors publicly (if they're comfortable with it) on social media and your fundraising page. Consider sending personal thank-you notes or small tokens of appreciation.

### Step 5: Host the Event

- Prepare: Ensure all technical aspects are tested and ready for virtual events, and that all logistics are in place for local events.
- Virtual Events: Check internet connectivity, streaming platforms, and virtual tools.
- Local Events: Secure a venue, obtain necessary permits, and ensure you have the needed supplies and volunteers.
- Go Live or Kickoff: Host your event, keeping it engaging and interactive. Share real-time updates on progress toward your goal.

### Step 6: Wrap Up and Thank Your Donors

- Final Update: Post a final update summarizing the event's success and the total amount raised.
- Express Gratitude: Thank your donors and participants. Let them know the impact their contributions will have on the lives of the children in the SOWF program and their families.

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- Follow-Up: Send a follow-up email or message with highlights from the event and a heartfelt thank you.

By following these steps, you'll not only raise essential funds for the Special Operations Warrior Foundation but also spread awareness about the vital support the foundation provides. Your effort can make a significant difference in the lives of Special Operations personnel and their families. For more information on creating your own fundraiser, please contact Alex Gordon at (813) 805-9400 ext. 304 or [AlexG@specialops.org](mailto:AlexG@specialops.org).