



Thank you for your interest in creating a social fundraiser for Health In Harmony! We are honored that you've chosen to be a champion for Health In Harmony and are fighting for healthy people and a healthy planet. BONUS: By setting up a fundraiser directly through our system there are no fees, so every dollar that you raise will go directly to saving forests and saving lives.

To get you going, here are some quick instructions on how to create a social fundraiser and some tips to help you along the way. If you have any questions, don't hesitate to email trina@healthinharmony.org.

How to Create a Social Fundraiser for Health In Harmony

1. Login or create your Neon account [here](#).
2. On the right hand side at the "What Would You Like To Do?" dropdown menu, choose "Start a Fundraiser" and click Go.
3. Choose which campaign you are fundraising for. On the dropdown menu, you can choose between "Volunteer Fees or Supplies" (if you are raising money to cover your volunteer fees or to buy supplies for ASRI) or "Health In Harmony Campaign" (if you are generally raising money for Health In Harmony).
4. Once you've created your page, you can customize the page title, fundraising goal, add an image, and include text for your page. NOTE: You don't need to worry about the campaign contributions "pie chart" - it just corresponds to the total amount that has been raised by social fundraisers in the past.
5. Neon makes it easy to share your page on social media and the "Donations" tab lets you see every donation made to your campaign. If we get any donations to your fundraising campaign via check, we will add them here for you to see. In the comments tab, you have the option of turning the comments feature off if you desire.
6. Once you're done, click "View My Fundraising Page" and you're ready to go. Good luck and THANK YOU!

Fundraising Tips

1. GET THE BALL ROLLING

It's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

2. ADD YOUR WHY TO THE EMAIL (AND YOUR FUNDRAISING PAGE)

When emailing your network for donations, the most important thing you can add to this message is why you are fundraising. Let your family and friends know why this matters to you, that's what they care about most! Here's some sample text you can use:

If you are fundraising for volunteer fees or supplies:

I will soon be traveling to West Kalimantan, Borneo to volunteer as a [describe your role as a volunteer] for [Health In Harmony](#), a non-profit organization that provides communities in West Kalimantan, Borneo with access to affordable health care and trainings in sustainable livelihoods, in exchange for a commitment from the community to protect Gunung Palung National Park. I will spend [X] weeks on-site [describe what you'll be doing].

I am incredibly passionate about this organization's mission of addressing human and environmental health needs, but unfortunately the cost of volunteering is a bit of a stretch for me [OR and I would like to support ASRI by purchasing urgently needed supplies to bring to the Clinic, which is in a rural region and has scarce resources.]

My fundraising goal covers the cost of [be specific about what money will be used for] and I would appreciate any contributions, no matter how small, to help me reach my goal. In return, I will [send photos from my time at ASRI to you, email you updates while I'm volunteering, bake you cookies, etc.]. Thank you so much for your support!

If you are generally raising money for Health In Harmony:

What would you do if your family member was and needed immediate care, and the only way you could pay for health care is by cutting down trees? The trees that your community depends on for clean air and clean water, that orangutans depend on for their habitat. [Health In Harmony](#) is an organization that believes in win-win solutions, providing communities in West Kalimantan, Borneo with access to affordable health care and trainings in sustainable livelihoods, in exchange for a commitment from the community to protect Gunung Palung National Park, home to 10% of the Borneo's remaining orangutans.

I am incredibly passionate about Health In Harmony's mission and would like to support their work by [running a marathon, dedicating my birthday to them, hosting a fundraiser, etc.]. I hope you will support my endeavor by making a donation, no matter how small, to saving rain forests and saving lives. Your contribution is for the future of our planet and I am so grateful for your support. Thank you! Learn more at www.healthinharmony.org.

3. START WITH YOUR CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick personal messages to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

4. NOW MOVE ON TO SOCIAL MEDIA

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on both Facebook and Twitter is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you. Be sure to tag us so we can share your story too - Facebook and Instagram: @HealthInHarmonyNGO, Twitter: @HIHngo. Here is some sample text you can use:

For Facebook: Hey everybody! I'm raising money for [Health In Harmony, volunteering, supplies] and I would appreciate your support! They are an awesome organization that engages community-led solutions to improve the health of Indonesians living in rural Borneo, while protecting Gunung Palung National Park, home to 10% of remaining Bornean orangutans. Any amount you can donate will help plant trees and ensure that people get access to high-quality, affordable health care. Thank you!

For Twitter: I'm fundraising for @HIHngo so families don't have to choose b/w their families' health & the forest. Donate today!

5. RE-ENGAGE WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone.

6. CONTINUE THANKING AND UPDATING SOCIAL MEDIA

As more of your network gets behind you, keep thanking them on social media and make sure you continue to share your progress towards your goal.

Once you reach your goal, you should absolutely send your supporters a handwritten thank you note. If you are raising money to volunteer, email your supporters a picture of you on-site with a thank you - showing them the impact of their gift. It can go a long way!

Fundraising often takes a little creativity and persistence, but it's vitally important to our mission and you can do it. Know that your effort will make a big difference! THANK YOU!