



WORLD THROMBOSIS DAY
13 OCTOBER

HOW TO GUIDE

FUNDRAISING

to build awareness of thrombosis

Secure resources for your event

Start by outlining your goals and target audience to prepare for identifying supporters and fundraising resources. Reach out to potential sponsors, partners and local businesses for support. Utilize crowdfunding platforms and organize fundraising events like charity runs or auctions. Leverage social media and email campaigns to spread awareness and encourage donations. Remember to communicate the impact of your event and express gratitude to donors to foster continued support.

Types of support:

- Grants
- Corporate sponsorship
- Community fundraising events
- Individual donations

WorldThrombosisDay.org



Pro Tips

• Set clear goals:

Define the objectives of your thrombosis awareness event, including target funds to be raised and the desired impact on raising awareness.

• Identify potential supporters:

Reach out to healthcare organizations, pharmaceutical companies, local businesses and community groups for sponsorship or donations.

• Utilize online platforms:

Create a crowdfunding campaign on platforms like GoFundMe or Kickstarter to engage a broader audience and facilitate easy donations.

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Getting Started

- **Set clear goals**

Define specific targets for your WTD fundraiser, whether it is a monetary amount or awareness milestones.

- **Promote widely**

Select a fundraising approach, such as online crowdfunding, virtual events or merchandise sales, that aligns with your goals and resources.

- **Choose a method**

Utilize social media, email and community outreach to raise awareness and encourage participation in your fundraiser.

- **Engage participants**

Provide incentives and opportunities for donors and supporters to get involved and contribute to the cause.

- **Track progress**

Monitor your fundraiser's progress, express gratitude to donors and volunteers, and share the impact achieved to foster continued support and engagement.



Partner Spotlight

Amber Payne and her family have hosted a WTD fundraiser 5K walk/run in honor of her late husband who passed away from a blood clot. By engaging the community, Amber's fundraiser has been successful.

