

# PVA Ambassadors, Spread the word!



You've created your page to raise money for paralyzed and disabled Veterans. Now, you need to get the word out! Some easy ways to tell your family and friends about your fundraiser are:

- a. A text message or phone call,
- b. An email, or
- c. A social media post.

When reaching out, use the tips below to supercharge your fundraising this [Season of Hope](#).

## How to invite people to your fundraiser

### 1. Tell Your Story

Share why supporting paralyzed and disabled Veterans is close to your heart. Personal stories resonate, and they inspire others to join the cause. Don't forget to include your fundraiser's donation link in your messages or posts.

### 2. Visual Appeal

If you're posting on social media, use eye-catching visuals and graphics to make your posts stand out. A picture is worth a thousand words, and in this case, it can be worth a thousand donations! You can download images for your social media at [PVA.org/Fundraise](#).

### 3. Direct Calls to Action

Be clear and direct in your ask. Tell your friends and family exactly how they can contribute by filling out the donation form, and why their support matters.

#### 4. Leverage Hashtags

When posting on social media, boost your campaign's visibility by using our **#HopeNotPresents** hashtag.

#### 5. Regular Updates

Keep your supporters in the loop with regular updates. Respond to comments, share milestones, and respond to messages promptly.

#### 6. Engage Your Network

Encourage friends, family, and followers to share your fundraiser link. The more eyes on your campaign, the higher the chances of reaching your fundraising goals.

#### 7. Always say thank you

Convey appreciation for your donors contribution and acknowledge their role in making your campaign successful.

Let's make this **Season of Hope** one to remember for our Veterans!

---

Interested in learning more about our **PVA Ambassador Program**?

Send an email to: [Digitalteam@PVA.org](mailto:Digitalteam@PVA.org) or call **202.416.7628** to learn more!

