



HOW TO TELL YOUR STORY

Fundraising is about asking people to help YOU personally. It can be really scary sharing your struggles with other people, but allowing people to see your vulnerability is what will move them to give. Also, letting people see you and helping them to understand your story will ultimately strengthen your relationships and enhance your community of support. Here are some tips on how to use your story:

1. Use pictures and/or videos.
2. Update your personal Walk page to include your story.
3. Share on social media – especially on your Walk Facebook fundraiser!
4. Use your story to write a letter asking local businesses/companies for donations.
5. Write emails/letters to family, friends, colleagues, church members, local restaurants, hair salons, barber shops, etc.
6. Word of mouth

Use these questions to help you format your story:

When did you learn about you or your family member's diagnosis? What did that feel like?

What challenges have you faced because of this bleeding disorder? (physically and/or emotionally) Is there a specific incident/event that demonstrates your struggle?



How has being a part of NEHA helped you manage these challenges? Is there a specific incident/event that demonstrates the ways in which NEHA has helped?

How are you and your family managing the bleeding disorder today?