



For most of us it is hard to ask for help, even when we do so much for others. What I have learned in my journey is it is imperative to ask for help. So many people, such as friends, family and even perfect strangers, are willing to help in a variety of ways. One way I have learned to ask for financial help is with online social media campaigns. Fundraisers can be created through different websites (YouCaring.com, GoFundMe.com and CrowdRise.com are only a few) and shared through various medias.

So how can you make your online and social media fundraising campaign successful? There are a few tips to know when doing so; first be brief but compelling, include the desired need, what the funds will be used for and major details, just not every detail. People love pictures, it provides a good visual to help reinforce the situation.

When ready to share your campaign, providing a call to action improves results. Express why it is important you reach your campaign goal and what you will achieve with the funds. Ex: Rescue our daughter from seizures by accessing CBD oil. Explain the need and the science behind how and why it is effective (You can view and share articles on www.theroc.us/research-library). Some choose to start a "team" or dedicated FB page and utilize a certain profile picture for unity and awareness. This can be a great way to share your story however do be mindful that you could come across negative people and online "trolls". In social media, hashtags are a great way to raise awareness and share a campaign; it's best to base them in relation to the campaign, or even the individual. Ex: #TeamSophie, #StoptheSeizures, #CBDSaves or #BreaktheTaboo. It would also help to find relevant and current hashtags in use to help further your audience, broaden the scope. Perhaps its #StoptheSeizures or #FightforAccess, the more people you have to help spread the word, the better!

Your campaign can be in conjunction with an event; some people set up 5Ks, bake sales, yard sales (multi-family, perhaps your church, school, local group, etc.), create a version of your own "ice bucket challenge" and share online. Reaching out to local media outlets is also a great way to raise awareness for your campaign. Some choose to design and sale t shirts or utilize material fundraising options, such as Pura Vida bracelets, and share on social medias. Local restaurants will usually do a fundraising night and donate a portion of that evening's proceeds to your cause. Your local NORML or ASA chapter can also be a good organization to speak with about help.

Individualized and specific business cards is another useful tool to have on hand, Vista Print provides these at low costs or you can design and print your own.

Whew - that was a lot of words... here is a recap:

- Decide on your fundraising goal, timeline and method(s)
- Make a fundraising page
- Write your story, include compelling pictures
- Share with supporters, friends, family and the media if you choose
- Provide updates for you supporters
- Have FUN!
- Say thanks (a lot)
- Let RoC know how it went or if we can help