

With Love
to
UKRAINE

Turn your **compassion into action** and
give hope to families in Ukraine.



HOPE
FOR
UKRAINE

Together, we deliver **hope**.

Hope For Ukraine Fundraising Guide



HOPE FOR UKRAINE

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Welcome

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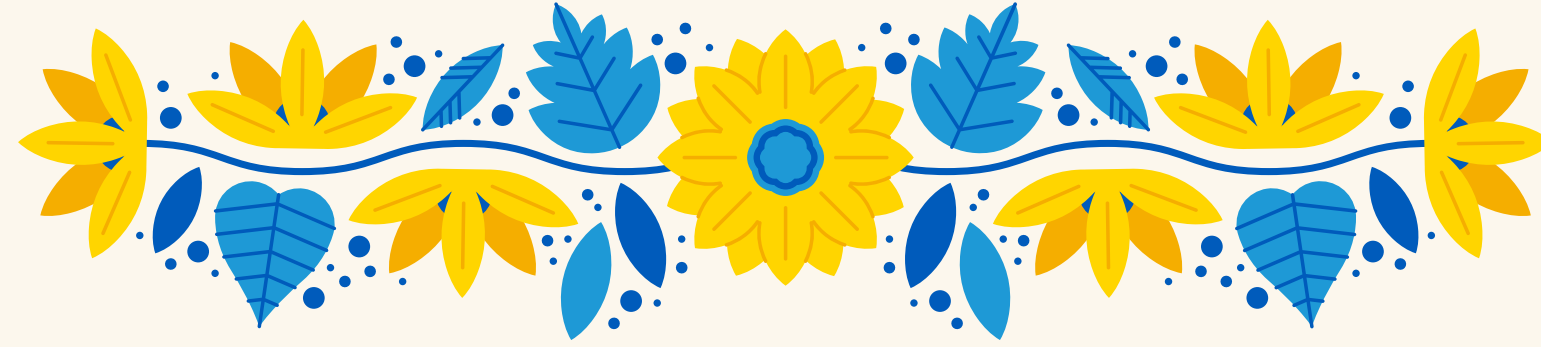
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Thank you for your commitment to supporting Hope For Ukraine. Since 2022, millions of Ukrainians have faced displacement, power outages, and food insecurity, leaving many uncertain about the future.

The funds you raise will directly support our humanitarian programs in Ukraine's most vulnerable communities. These initiatives include our Family Support Program, which delivers essential supplies to help families rebuild. Our Solar-Energy Resilience Program provides kits to ensure power in areas with damaged infrastructure. Through our Refugees Program, we offer shelter and basic necessities to those who have been displaced. We also focus on children through A Child's Smile Program, which provides educational support and emotional care. Additionally, our Medical Support and Frontline Programs deliver critical equipment and emergency supplies where they are needed most. Finally, our Hope Pets Program provides essential care for animals impacted by the crisis.

This fundraising guide is packed with helpful tips to ensure you have the information you need for a fulfilling and successful experience.

For any questions or additional information, please email us at info@hfu.org or give us a call at 973-795-1203.



Our Mission

To empower communities and individuals in Ukraine by providing responsive humanitarian aid, fostering sustainable solutions, and advocating for a peaceful future.

Our Vision

We envision a resilient and thriving Ukraine where communities are self-sufficient, all citizens are empowered, and a lasting peace allows for a prosperous and independent future.



Why Fundraise

Humanitarian Support

10.8M+

Ukrainians are in need of humanitarian aid, including 1 in 3 children (2.2 million)

Displacement

3.7M+

People have been displaced within the country and forced 5.9 million to leave the country as of December 2025.

Children's Education

4.6M+

Children have faced barriers to education, with nearly 1 million relying on remote learning.



Launching Your Own Fundraiser



Share Why This Matters

Let others know why you are passionate about Hope For Ukraine's mission and also include why they should join you.



Ask Your Inner Circle To Support You

You want your progress bar to be at 10% to 20% before the general public sees it. This signals to others that your campaign is credible and already gaining momentum.



Use Social Media

Leveraging your social media channels are great ways to promote your fundraiser and to share progress with donors.



Say Thank You

Express gratitude and appreciation for those contributing to your fundraising goal and show them how their donation is helping people in Ukraine.



Double Your Impact with Matching Gifts

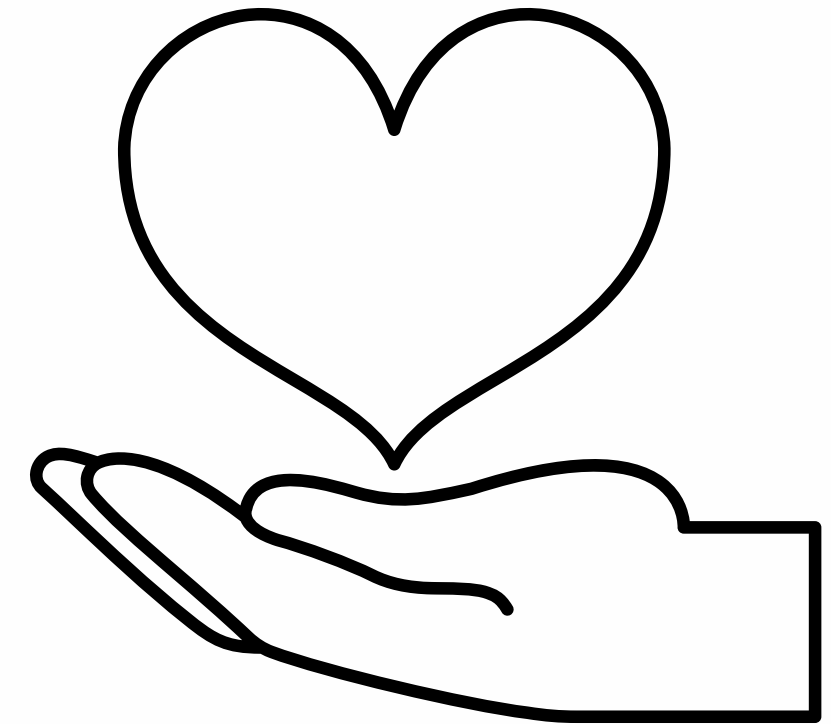
Gift matching is a vital component that can dramatically increase donations by doubling or tripling contributions.

Hope For Ukraine uses the Double the Donation tool to assist fundraising participants in finding out if companies will multiply their donations with corporate employee gift matching.

Visit <https://hfu.org/matching-gifts/>

Remind donors to initiate employer matching gifts on your campaign page and in your thank-you message. Donors can check if their employers can match their contributions by:

1. Checking the company's internal employee portal
2. Visiting the company's giving page
3. Asking HR or the benefits department



Fundraising Tips

Do's

- **Do make it personal.** People donate because they know and trust you. Use your own voice to explain why you care about energy resilience, food security, or maternal welfare.
- **Do share your progress.** Celebrate milestones like hitting 25% or 50% of your goal. Updates show your network that the campaign is active and moving forward.
- **Do make the first gift.** When you make the first gift, you show others that you believe in Hope For Ukraine's mission and vision.
- **Do use direct, clear calls to action.** Always include your unique fundraising link and tell your followers exactly what you need ("Please click the link in my bio to provide a meal for a senior).
- **Do express gratitude.** Thank people as they donate. It makes the donor feel good and encourages others to join. Acknowledge them on social media, text, or email.
- **Do make it easy to share.** Ask your followers to share your post even if they cannot donate. A share is just as valuable as a gift because it puts Hope For Ukraine in front of a whole new audience.

Dont's

- **Don't make your posts feel "final."** Avoid language that sounds like the campaign is ending soon unless you are in the final 24 hours. You want to keep the momentum going for as long as possible.
- **Don't rely solely on reposts.** Your network wants to hear from you. Always add a personal caption to any graphics or videos you share from Hope For Ukraine.
- **Don't forget to include the link.** Always check that your fundraising link is included in every post or is easily accessible in your bio.
- **Don't use overly formal or cold language.** Keep the tone conversational and human. You are speaking to your friends, family, and professional community.
- **Don't be afraid to ask twice.** People are busy and often miss the first post. It is perfectly fine to follow up a few days later with a new update or a different angle on why the cause matters.

Ready to Lead Your Own Fundraiser?

1. Visit the “Fundraise for Hope For Ukraine” page on Hope For Ukraine’s website
2. Click “Start Your Fundraiser”
3. Add why you are fundraising
4. Customize your fundraiser
5. Launch!



**View the Hope For Ukraine Fundraising
Templates [HERE](#)**



Thank you!

Peer-to-peer fundraising helps Hope For Ukraine provide essential humanitarian aid to more vulnerable people in need. We couldn't do this without you.