

## Walk Fundraising Tips



### ***Be Optimistic***

Have a positive attitude. Excitement is contagious! A positive attitude will increase your chances of success by 100%.

### ***Be Committed***

Make a strong personal pledge first. When others see your own contribution, they will be more willing to support your efforts. Publicize your personal goal, and set your aim high!

### ***Ask Anyone and Everyone***

If you don't ask, they won't give! One of our top fundraisers told us that she asks everyone she knows to either join her team or pledge. Ask family and friends first, branching out is simple.

### ***Use E-Mail or Social Media to Reach More Potential Sponsors***

Especially friends and relatives who live far away, or people who are just easier to reach and likely to respond via email or social media. Our online giving program will allow people to give via credit card.

### ***Ask for a Specific Amount***

Set a goal. Tell everyone what your average pledge has been and ask him or her to match or beat it. Ask for more money than you think they will contribute; many will rise to the occasion. Make sure significant gifts appear at the top of your pledge sheet; this makes others more likely to pledge more. Some people like to have two or more pledge sheets going, one with smaller more manageable amounts for friends who may not have the means to give a lot, and another one with the more significant gifts to encourage those who do have the means!

### ***Get Money from the Places Where You Spend It***

Ask businesses to make a pledge in return for your faithful patronage.

### ***Collect Your Pledges Up Front***

Collecting as you go will cut down on the amount of work you have to do after the Walk.

### ***Remind Your Sponsors About Matching Gifts and Marketing Opportunities***

Many companies match their employees' contributions to nonprofit organizations. Even if your company doesn't have a formal matching gift program, ask your boss to consider matching the funds raised by individual employees with a grant from the company. Consider if the event would provide a valuable marketing opportunity for your company and pursue this with your team leader.

### ***Company Support***

Hold a raffle. Ask your boss to donate a day off with pay as a prize. Hold casual or dress down days for scleroderma, everyone pays \$1.00 to dress down on Fridays. Pass your pledge sheet around on payday.

### ***Host Your Own 'Stepping Out' Kick-off Party***

Send invitations, serve refreshments, have a representative from the local SF chapter speak ... then ask for pledges.

***Save Your Sponsor List***

This will make sending thank you letters a simple process and will make fundraising faster and smoother for the following year.