



walk to
create a world
free of MS

HOWTO FUNDRAISE

GUIDE

Joining the movement through Walk MS can propel your fundraising efforts to new heights! Keep in mind that the money you raise directly helps people affected by MS. While there is no minimum pledge, we hope that each walker to raise at least \$25. However, the average walker often goes well above and beyond.

People give to people. It really is that simple. The main reason people will give is because you have asked them to and how you have asked. Invite everyone you know to share the experience with you. We'll be with you every mile.

SET YOUR GOAL

- Determine what pledge amount is best for you. **Aim high.** Don't underestimate donors' willingness to give.
- **Identify your prospects.** Create an ABC list. The 'A' list includes the shoe-ins (family/friends). The 'B' list includes those you are less sure about (coworkers/acquaintances). The 'C' list includes those you do not have a personal contact with but who may be interested in supporting the cause (local businesses/churches/etc.).
- **Determine your approach.** Face-to-face, social media, e-mail/letter, phone calls, etc.
- **Make it personal.** These people are donating to support YOU. Let them know why you are fundraising.
- Share about where the money goes and how **every dollar makes a difference** for thousands in the area living with MS.
- **Start now.** Get your fundraising done early so you can concentrate fully on your training. It's never too soon to ask for a donation! And once you've met your goal, you can keep on going!
- **Let people know what you are shooting for** (remember you can always read-just to a higher amount if need be).
- **Suggest levels of pledges.** Let donors know the amount of contribution you would like for them to consider. Refer to your ABC lists. What kind of commitment do you anticipate each of these people could make?
- **Post news** about your fundraising efforts **on your personal Web site** – Facebook, LinkedIn, Twitter, etc. – or use the Boundless Fundraising feature.
- **Follow up!** After two weeks, ask again. With people's busy schedules they often appreciate the reminder.
- **Set expectations!** Let donors know this will be an annual event and it will make asking easier next year.
- **Make your own contribution.** Lead the way by making your pledge first.
- **SAY THANKS!** Send a thank you note to let your donors know you appreciate the commitment they are making.

CONTACT THE
MID AMERICA
CHAPTER AT
1-800-344-4867 OR
MSMIDAMERICA.ORG

WALK MS is a fun event for a serious cause. Participants, volunteers and sponsors find these events to be an affirmative, life-changing mission. Share your enthusiasm, excitement and fun with others. People will be drawn to your intensity and passion for the mission.

FUNDRAISE, FUNDRAISE, FUNDRAISE!

GET COMPANY SUPPORT

- **Ask your company to match the amount of pledges** you receive from your fellow coworkers.
- **Identify** one of several **major companies** in your area and contact them directly. They may be willing **to sponsor you** completely. Ask your personal company first!
- **Start a friendly competition.** Get coworkers to challenge each other to raise the highest amount. Give the winner a fun prize like movie passes or a gift card.
- **Ask for company vacation days.** Ask your boss if they can swap one of your vacation days for a day's pay to donate.
- **Find out if your company offers grants to employees** who volunteer their time for charitable causes. If so, you can volunteer your time at your chapter and get paid grant money (pledges!) for the work.
- **Ask your company to allow an official Walk MS Dress Down Day.** For the privilege of dressing down, employees pledge \$10 or \$20 toward your goal.

FUN-DRAISE!

- **Have a 50/50 raffle,** half of the proceeds go to the winner and the other half go towards your fundraising. Many times the winner donates their half back to the cause!
- **Sell your skills.** Provide lessons on cooking, sewing, golf, jewelry making or any other fun activity. Set a donation price and people will be happy to save some money while supporting a great cause.
- **Host a party.** Collect donations and entertain at the same time. Create a theme and have fun!
- **Ask for a birthday gift pledge.** Have your friends and family to write you a birthday check and then you can donate the amount to your pledge total.
- **Create an "Extra Change in My Pocket" Box.** At the end of the day, ask friends and family to drop their spare change in a little box.
- **Hold an Auction.** Approach local businesses to donate goods or services and hold an auction. Items can include gift certificates, gym memberships, sporting goods, concert tickets, wine and so much more.
- **Write to your local politicians.** You supported them, don't you think they should support you?
- Remember **old-fashioned fundraising.** Set up a neighborhood lemonade stand, sell greeting cards, hold a car wash, a dog wash, shovel snow or hold a bake sale.

EASY E-FUNDRAISING

- **Create an e-mail plan.** Share your passion and make the initial donation request followed by friendly e-mail reminders. Send e-mails through your Participant Center.
- **Fundraise on Facebook.** Add the Boundless Fundraising application and allow people to donate directly to your Participant Center.
- **Show your story.** Create a video on YouTube and share it with your friends. A video will let people connect with the cause and your commitment more than reading a letter or e-mail. You can also add your videos to your Participant Center.