

# AHRC Walk



## 10 Steps to Meet Your Fundraising Minimum

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Use this plan to help you meet your fundraising minimum with ease!

### **Build a foundation for fundraising success!**

**1. Make a self-donation.** It can be any amount, but know that your donation often sets the bar. If you'd like to see your donors give \$25, then start by making a \$25 donation yourself. People are more likely to give if they see that you support your cause!

**2. Set up your fundraising page.** This is your online donation page and a great place to share your story about why you walk. Log into the Participant Center here to get started. If you're unsure of where to start, click here for more info. Typically, your page is where you tell the more personal version of your story, include a photo and talk about where the money goes.

**3. Write your fundraising letter.** The more personal the better! Your fundraising letter is a great complement to your personal fundraising page. It is typically shorter, includes a brief version of why you walk and a specific ask. Including a specific will often increase your donations. For example: 'will you support my walk by donating \$35 or more?'

**4. Build an email list of 35-50 people.** The average AHRC Walk participant needs to ask between 35-50 people to hit a \$200 fundraising goal, so know that many people on your list may not choose to donate – but many will!

Include friends, family, coworkers or anyone else you know! Your holiday card list is a great place to start. Other great asks include your doctors, dentists, restaurants you frequent, your insurance guy, your banker and church contacts. The more people you add, the faster you will likely hit your goal.

**5. Send your email to make your fundraising asks!** This is the step that looks the most intimidating, but most people find that it's much easier than they thought! The people who donate because of a connection to a person with developmental disabilities may surprise you!

You can use the Participant Center or your own email account. Use what is easiest for you! Click here for tips on how to use your Participant Center.

**6. Social media posts.** Post your fundraising page link to your Facebook or Twitter account to let people know what you're doing. Include a specific ask for the best results!

**7. Send a follow up email to your contact list.**

Common wisdom in marketing says that the average person has to see something seven times before they act on it. This makes follow up one of the most important things you can do in fundraising. You may feel like you're nagging someone by sending multiple emails, but the reality is that people often need a reminder – so don't feel bad about asking more than once!

Use this email to thank the people who have already donated, update everyone on your progress ('I already have 30% of my goal!') and make a second ask. For example – 'If you haven't already donated, would you consider supporting my ride for \$35?'

**8. Post again to Facebook or Twitter.** Consider using Facebook and Twitter as a way to publicly thank people for their donations. It gives them credit, lets you say thank you and allows more people to hear about your ride!

**9. Consider a small fundraising event.** Another easy way to make some fundraising cash is a small event – a restaurant night, bake sale or a yard sale. Keep it simple. These fundraisers can often raise as much as half your fundraising commitment!

**10. Say thank you!** This is the most important step in the entire process. Follow up with your donors to make sure they feel thanked for their contribution. You can send them details about your walk, a photo of you at the Walk and details about how the money is impacting a person supported by AHRC.

**11. Celebrate!** I know, I know - one more step than we promised. But this one's easy! Now you can kick back and celebrate, knowing that the money you raised is making a positive difference for people with developmental disabilities.