



# TIPS FOR FUNDRAISING



**CONTACT US TODAY FOR MORE INFORMATION**

[www.MGWalk.org](http://www.MGWalk.org) | 1-855-MGWalks (649-2557) | [Info@MGWalk.org](mailto:Info@MGWalk.org) | Connect With Us!   



# SET A LOFTY GOAL!

Log into your personal fundraising page and set a lofty goal for yourself. You're not obligated to reach that goal, but it shows your donors you are reaching for the stars and trying to raise the most you possibly can. They will want to help you achieve the goals you set!

## TIPS FOR SUCCESS:



**BE THE ONE TO MAKE YOUR FIRST DONATION.** Donors will see you are even more involved and be inspired to give. Donors are also motivated to give more as they see you are getting closer to your goal.



**SET AN INDIVIDUAL GOAL OF AT LEAST \$500 AND A TEAM GOAL OF AT LEAST \$3,000.** There are great rewards at the end of the season and cool recognition on MG Walk Day for those individuals that raise \$500+ and teams that raise \$3,000 or more.



# CREATE A LIST OF CONTACTS & SEGMENT YOUR NETWORK

Create one large list of all the people in your network. Put your contacts into groups and then tailor your messaging to each group.

## Sample Groups:

- Family
- Friends
- Co-workers
- Neighbors
- Schools
- Members of church/religious organization
- Members of book club/athletic group/organization
- College Contacts

## TIPS FOR SUCCESS:



Use our [MEMORY JOGGER](#) to help guide you and make sure you are reaching out to everyone in your network!



# TELL YOUR STORY!

Let others know your connection and why you became involved with the MG Walk. Your story is what will connect your potential donors to the mission and inspire them to donate.

## CONSIDER THE FOLLOWING TO HELP YOU WRITE YOUR STORY:

1. What is **YOUR CONNECTION TO MG?** Your journey with MG may not always be easy, but sharing your possible struggles may educate your network on why you need their support. The success of the MG Walk can only help to alleviate the challenges faced by all those living with MG and their families.
2. **WHAT INSPIRED YOU TO GET INVOLVED** with the MG Walk?
3. **WHAT ARE YOUR HOPES FOR THE FUTURE** for those living with MG?
4. **EDUCATE YOUR NETWORK** on all the ways the MG Walk has helped to fund programs and services, advocacy efforts and successes in research and better treatments.
5. **HAVE A CALL TO ACTION** to either join your team and fundraise alongside you, or to support you with a donation.



# POST TO SOCIAL MEDIA

Post the URL of your fundraising page on all your social media channels, sharing why you walk and the goal you are trying to reach.

## TIPS FOR SUCCESS:



**TAG FRIENDS WHO HAVE DONATED** in a “thank you” post to highlight them and also allowing the post to show up for those in their social network, but outside of yours.



**UPLOAD A PHOTO** to your personal page. This will then auto populate in your status and make your post more eye-catching in your network’s newsfeeds.



**KEEP YOUR POSTS SHORT AND HAVE A CLEAR CALL TO ACTION.** If your posts are too long, you run the risk of others not reading it. Keep posts short so they can be read quickly, and have the call to action to support with a donation clearly stated.



**CHECK OUT OUR MG WALK BANNERS!** You can post these in a status or as your cover photo to easily promote the MG Walk!



# HOST AN EVENT

Events, especially ones where people would have participated in anyway, are a great way to raise awareness and funds in a short amount of time. You also have the chance to speak about the Walk and your story and educate your family and friends in a live conversation.

## SAMPLE EVENTS:

- ✓ **HAPPY HOUR/PUB CRAWLS:** can include drink deals for participants, live or silent auctions, raffles, live music, etc.
- ✓ **BOWLING PARTIES**
- ✓ **BAKE SALES**
- ✓ **WINE TASTING**
- ✓ **SIP & PAINT PARTIES**
- ✓ **CREATE AND SELL T-SHIRTS, HATS, JEWELRY, ETC.**



# MATCHING GIFTS

Many companies will match an employee's charitable donations and this can double (or sometimes even triple) the money you've raised! Instruct your donors to ask their HR department if their company has a matching gift program and how they can instantly increase their donation.

Some companies will even match what an employee fundraises or for an employee's volunteer hours, so be sure to check on your own company's policies!

## TIPS FOR SUCCESS:



**CHECK OUT OUR DOCUMENTS** on Workplace Involvement to help get your company maximizing their fundraising potential:

- ✓ [Matching Gifts Information](#)
- ✓ [Volunteer Grant Program](#)



Ask your company to **PROMOTE THE WALK WITHIN YOUR WORKPLACE** through email blasts, info in employee mailboxes, posters in lunch room, host a "Lunch and Learn" event, etc.



# ASK ABOUT SPONSORSHIPS

Sponsorships are a great way for local businesses to not only get involved with the MG Walk, but also support a great cause, while getting their name out to the community. Get started by going to local businesses you frequent, or that you think would want to receive exposure at the MG Walk, and present them with the [2019 MG Walk Local Sponsorship Packet](#).

## TIPS FOR SUCCESS:



**IF YOU SECURE A CASH DONATION** from a local business, we will credit the amount of their sponsorship to your fundraising!



**USE THE SPONSORSHIP PACKET** as a guide to educate the local sponsors more about the MG Walk and the different benefits the business can receive.





# FOLLOW UP

Has your network not donated yet? Follow up! Share the successes of the MG Walk and the progress of your team towards your fundraising goals for the year.

## TIPS FOR SUCCESS:



Send a reminder email and **CREATE A SENSE OF URGENCY** by letting your donors know how close you are to your goals and how many days out you are from the MG Walk.



**DON'T ASSUME** your donors do not want to support you just because they have not yet donated. It can many times take 2-3 asks before a person makes a donation.



# THANK YOUR DONORS

**Share photos from event day and let them know the powerful and positive impact their donations have for the MG Community!**

