

FUNDRAISING GUIDE TO HELP YOU WITH YOUR VIRTUAL WALK

Quick tips to help you get started with fundraising for our VIRTUAL July 2020 Walk for Life.

1. Set a personal fundraising goal: realistic but aggressive!

The higher the goal, the more you'll raise! Would you donate more to a friend if their goal was \$100 or \$1,000? People want to support you! Setting a high goal shows ambition and commitment to a cause you believe in!

2. Cast your net wide and contact everyone you know

Friends, family, coworkers. And don't forget to reach out to those donors who supported you last year. Ask for a specific amount from those you contact- if they can't donate that much they will offer what they can. Also consider business owners who will often give from their company! If you would like to know who supported you last year, just contact Janice: 804-673-4150 **Let your donors know their donations are tax deductible!**

3. Start early: Start sooner and as soon as you register, get organized and start asking!

4. **Donate to yourself:** Others will appreciate that you are devoting both your time and your own finances.

5. Be enthusiastic when asking for pledges

Remind people that their money makes a difference in the lives of moms, dads and babies! You are offering hope in a moment of crisis or fear!

6. Personalize your fundraising webpage

Adding your own text, pictures or video to your fundraising webpage. Your donors will be interested in the cause, but they are more interested in you. **Tell them why you're getting involved and how you're connected to the PRC.**

Share with your sponsors what you know about the PRC and the great services they provide. Keep socializing and providing updates to keep it fresh. Follow on with phone calls and other forms of communication,

7. **Thank your donors** personally right after they sponsor you and let them know how much you appreciate their support and their partnership with the PRC of Metro Richmond!

How to Raise Over \$1000 in Two Weeks

Week 1

- Sponsor yourself for \$50.
- Direct message close friends on Facebook asking for a \$25 pledge. If four come through, that's \$100!
- Ask two family members to sponsor you for \$50 each
- Ask two coworkers to sponsor you for \$25.
- Ask five neighbors to sponsor you for \$20.
- Ask five member of your sports team or club to sponsor you for \$20

Week 2

- Post the link to your fundraising webpage on Facebook asking for a \$15 pledge. If seven come through, that's \$105!
- Ask four friends to sponsor you for \$25.
- Ask five church friends to sponsor you for \$20.
- Ask four local small business owners to sponsor you for \$50.
- Ask your employer or your parents' employer(s) to match your pledge of \$50 for a another \$50 to \$100

Remember: Some people you ask may need a gentle reminder, so follow up.

THANK YOU FOR SUPPORTING THE PRC OF METRO RICHMOND THROUGH THE 2020 VIRTUAL WALK!