




# FUNDRAISING TIPS




**Set A Personal Fundraising Goal** - The higher the goal, the more you'll raise! Put yourself in the place of a friend or family member - **would you donate more to a friend if his goal was \$200 or \$2,000?** People want to support you and the things you support, so setting a high goal shows ambition, commitment and determination to a cause you believe in!




**Donate To Yourself** - Others will appreciate that you are devoting both your time and your own finances.




**If You Have Done The Walk Before, Contact Those Who Donated To You Last Year** - Thank them for their gift and ask for their support again. Ask for a specific amount; if they can't donate that much they will offer what they can.



**Be Enthusiastic When Asking For Pledges** - Let people know their money makes a difference in the lives of moms, dads and babies.



**Start Early** - The sooner you start asking for donations, the more money you will raise. As soon as you register, get organized and start asking.



**Personalize** - You can add your own text, pictures and videos to your FundEasy page. Remember your potential donors will be interested in the cause, but they are primarily interested in YOU. Make sure you tell them why you're getting involved and how you're connected to Care Net Peninsula. It doesn't have to be long.

Let your sponsors know their **donations are tax deductible.**