

# FUNDRAISING ROADMAP

*Now that you  
are registered,  
we've got some  
steps to help  
you get started!*

*Also, follow us  
on social for  
support along  
the way:*



## **SET UP YOUR PERSONAL PAGE ONLINE.**

If you've got a story, special memory, or fantastic person you're walking for, share it! It will motivate people to support your fundraising efforts.

### **Did you know?**

- 90% of donations are made online.
- Participants raise 20% more funds when their page is personalized with a photo and story.

## **SECURE YOUR FIRST DONATION TODAY!**

Kick off your fundraising by making a self-donation to show your commitment. Next, think of the one person who won't say no – your partner, family, friends, co-workers, boss. ASK them to donate.

### **Did you know?**

Research shows that Walkers who make a self-pledge are 75% more likely to hit their fundraising goal. By making the first contribution, you set a standard for giving.

## **CREATE A LIST OF PEOPLE WHO MIGHT DONATE AND REACH OUT TO THEM.**

Why don't some people donate? Because they're never asked! Make a commitment to ask at least one person every day for a donation.

- Write down the names of everyone you know.
  - Think outside the box – your local pizza shop owner, your gym instructor, etc.
  - Decide how to make the ask, email, phone, in-person.
- Personal invitations often receive the most significant results.

## **USE YOUR SOCIAL CHANNELS!**

Social media is a fun and simple way for you to engage with a broader network, build awareness and inspire giving. Have fun, be creative and inspire your friends and family to support you by DONATING and/or SHARING your post. **Remember to use the hashtag #IGWalkforAlz to increase visibility**

## **REPEAT, REMIND, AND REWIND!**

Don't be afraid to ask and ask again. People are often busy; they might need a little reminder. Always follow up with every person you've asked and share an update on your fundraising.

## **SHOW YOUR APPRECIATION!**

Remember to thank your donors, it shows them you appreciate their generosity. Consider sending personalized thank-you notes or shoutouts on social media.