

FUNDRAISING TIPS

START EARLY -- Begin collecting and asking for donations when you register. The earlier you get started the more likely you are to reach your 2013 fundraising goal.

SHARE YOUR STORY -- Everyone's story is powerful and people are more likely to give if they understand why you are fundraising. Personal stories can attract people to a cause -- sharing your story could recruit a new participant.

SELF-PLEDGE -- Set an example by making a self-pledge. If you are fundraising using the online participant center, make a donation here before you send it out to friends and family. If you are fundraising by making personal asks, make a self donation on your pledge sheet for others to see.

PARTICIPANT CENTER -- Take advantage of the NEW & IMPROVED Walk MS Participant Center. Your participant center allows you to share your personal fundraising page, upload your e-mail contacts and share your experiences and story with friends in a fast, easy way.

HAPPY BIRTHDAY TO YOU -- Ask for donations to support the cause in lieu of personal gifts -- this allows friends and family to support you without the worry of finding a gift you will like.

YARD SALE -- Looking for a way to get rid of some of that junk around the house? Have a yard sale and take up donations for Walk MS.

MOVIE NIGHT -- Rent a movie, grab some popcorn, invite some friends and have a movie night. Tell your friends about your fundraising efforts and solicit support.

HOST A "PARTY FOR A CAUSE" -- Have a cookout or party -- invite your friends and family. Instead of helping with supplies/food, encourage your friends to donate.

WORKOUT? -- Ask your gym to put a donation jar at the check-in to collect donations. Be sure to put some info about multiple sclerosis or a flyer with your information and story.

INTERNAL COMMUNICATION -- Does your company have an internal newsletter? An employee e-mail chain? A bulletin board? If so, put information about your fundraising efforts inside these. You'll be surprised at the response.

GOING ONCE, GOING TWICE, SOLD! -- Have tickets to a popular sporting event or concert in your area? Have access to a piece of autographed memorabilia? Auction it off to go towards your fundraising goal.



Keep us moving toward a cure.



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GET CASUAL -- Organize a dress down day at your child's school or your company's office. Those who donate to the cause (suggested \$5 donation) can come to work/school in their comfy clothes on a certain day.

SHOWCASE YOUR TALENT -- Everyone has a unique talent. If you're a singer, showcase your talent at a local event for donations. If you make jewelry or paint, sell your creations for donations for your team.

CONNECTIONS KILL MS -- Know a business leader who might be interested in sponsoring the walk? Reach out to them and their sponsorship can be counted towards your team total. Contact the NMSS representative in your area for sponsorship agreement packets and details.

"CHANGE IN YOUR POCKET" BOX -- Create little boxes for your friends or family. At the end of the day have them empty their spare change in them for fundraising -- it adds up quick. Have a family or office bad habit you want to break? Make the box a "swear jar" or "late jar" for those who swear or are late. Have them put a quarter in for each time it happens.

COLLECT AUTOGRAPHS -- Have your team collect signatures on their team t-shirts with inspirational messages. Ask for donations to sign the t-shirts -- you'll raise money and have a cool shirt to wear on walk day.

E-MAIL SIGNATURE -- Add a short sentence at the bottom of your e-mail signature saying that you are participating in Walk MS. Include a link to your personal page and include a line that says "ask me more."

CUTS FOR A CAUSE -- Ask your hairdresser to donate \$2 per haircut over a week or weekend. This is a great opportunity for them to show their support and raise awareness about the cause.

NEIGHBORHOOD SUPPORT -- Put an orange ribbon on your mailbox with walk information attached or write your neighbors a letter telling them why you are walking and asking for support -- you never know who will come on board.

VACATION DAYS -- Ask your Human Resources Director or boss to trade one of your extra vacation days for a days pay towards the cause.

EMPLOYER MATCHING GIFTS -- Many companies will match donations their employers raise or donate. Suggest your donors look into this option for the donations to double your funds.



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