



# GENERAL FUNDRAISING TIPS

These guidelines were created before COVID-19. Please use the CDC guidelines, as well as your best judgment, regarding mask-wearing & social distancing so that your fundraising efforts are both fun AND safe.

**Set a goal.** While we ask that you strive to raise at least \$100 towards the Walk to End Lupus Now and earn your cooling towel & t-shirt, you can set your goal higher!

**Personalize it.** Share your story, and let people know why you are asking them to support you. For example, if you are walking for a loved one with lupus, include a picture; explain how lupus has affected your loved one, and that the money raised will fund important research, education, and support services for people with lupus.

**Telling your personal story is the most effective way to fundraise.**

**Don't be afraid to ask.** Remember, you are not asking for the contribution for yourself, you are asking on behalf of the Lupus Foundation of America and people with lupus.

**Ask 10 people for \$10.** You think \$100 is a lot to raise? Just ask 10 people for \$10 and your goal has been achieved! When you raise \$100, you get a commemorative *Walk to End Lupus Now* t-shirt on the day of the walk.

**Use email and the Internet.** Email friends, family members, and co-workers so they are aware you're raising money and can visit your Personal Page to make a donation.

**Use social media.** Share your fundraising page with donors using the share tools on your website. Link to your Facebook wall or Twitter feed so Facebook friends and Twitter followers can make a donation.

**Educate your potential donors.** Often people will feel more comfortable about making a contribution if they understand what they are contributing too, and how the money will be used. You will find helpful information to educate donors online at [lupustristate.org](http://lupustristate.org).

**Don't forget about the telephone.** Many of us use email so much that we may forget that the telephone is another easy way to reach out to people, and it's more personal than sending an email. You should make a phone list of who you want to call, and know what you want to ask before you call.

**Ask friends and family face-to-face.** Asking individuals face-to-face is the most effective way to raise money. All you need is the confidence to ask potential donors for support. Be fully informed, and the request will be a breeze.

**The earlier you ask the better.** The sooner you start reaching out to people to raise money the sooner you'll see your pledges start to climb.

**Speak up.** Make a short presentation at your place of worship, job, local community or civic organizations, or any group you volunteer with or have a connection to. Check to see your employer or any potential donors have a matching gift program. Many companies sponsor matching gift programs to encourage employees to support numerous charities. Checking if your donors have matching gift programs is an easy way to raise additional money. Be sure donors provide you with the matching gift form used by their company. Most forms can be requested through the company's foundation or human resources department.

**Remember to say "Thank You."** Regardless of the outcome you should thank people for their time, consideration, and support. You should also always send a thank you note when you do receive a pledge.