



FUNDRAISING TIPS

THE FOLLOWING FUNDRAISING TIPS WILL HELP YOU AS YOU STRIVE TO MEET YOUR PERSONAL FUNDRAISING GOAL:

- ☐ **Set a goal.** Write the number on your pledge form or online personal fundraising page. Be sure to let your sponsors know that their contribution helped.
- ☐ **Start your pledge sheet(s) with a generous pledge.** Most people will follow the example of the first pledge on your walk form or online fundraising page.
- ☐ **Support yourself.** Others will appreciate that you are devoting both your time and your own finances.
- ☐ **Dedicate your walk or run to someone** who has been touched by an unplanned pregnancy, to teenagers who need to hear the sexual risk-avoidance message, or to someone who has been impacted by abortion.
- ☐ **Create a personalized fundraising page** that can be connected to your social networking sites and emailed to your friends and family. Use this page like an online pledge sheet to ask for and collect secure donations. Visit www.crisispregnancyservices.org/walkforlife for the link to design your personalized fundraising page.
- ☐ **Contact everyone who has sponsored you for fundraising events in the past.** Thank them for their pledge and ask for their support again. Ask for a specific amount, such as \$50 or \$100; if they can't donate that much, they will offer what they can. Be sure to direct your sponsors to your personalized fundraising page!
- ☐ **Be enthusiastic when asking for pledges.** Let people know that their money makes a difference in the lives of babies, women, teenagers, men, and families in our community.
- ☐ **Use special occasions.** If you have a birthday, anniversary or other special occasion coming up, ask for Walk for Life pledges in lieu of gifts.