



Not sure how to begin fundraising? Here are a few tips and suggestions:

START EARLY! Begin collecting donations as soon as you register for the Walk. Carry information on the event with you wherever you go. You never know when you'll meet a potential donor.

PLEDGE YOURSELF. Set an example by making a strong personal pledge first. Friends, family and co-workers are more likely to donate to an event that you are committed to yourself.

SET A GOAL. Setting a goal will give you something specific to work toward. For example, raising \$300 is easy if you break it into smaller amounts:

1. Start by pledging yourself =	\$25
2. Ask three friends to each pledge \$25 =	\$75
3. Ask two co-workers to each pledge \$25 =	\$50
4. Ask your boss to pledge \$50 =	\$50
5. Ask four family members to each pledge \$25 =	<u>\$100</u>
Total =	\$300

ASK, ASK, ASK! Ask friends, family, co-workers, your employer, businesses you frequent, neighbors – anyone you meet. Always ask. Remember, the worst thing someone can say is no.

CONTACT PAST DONORS. If you've walked before, contact people who've pledged you in the past. They are familiar with your efforts and the event, and are more likely to pledge you.

USE SOCIAL MEDIA. Post a message on Facebook and Twitter at least once a week. Send out requests via Facebook and Twitter, and always mention how donors can make a donation.

USE EMAIL. Send emails inviting people to support you in your efforts. Add an AIDS Walk message to your email signature. Use the great fundraising tools found at your Participant Center on our website.

PERSONALIZE YOUR ONLINE PARTICIPANT CENTER. Write your own personal appeal on your participant page, upload photos and contact lists, send personal emails to your contacts. Statistics show that people who personalize their participant centers raise more pledges than those who don't personalize.

GO OLD SCHOOL! If you'd prefer to fundraise "offline," write everyone you know and ask them to support your efforts. Use the sample fundraising letter we provide or write one yourself. Include a self-addressed, stamped envelope or a link to the AIDS Walk Wisconsin website (www.aidswalkwis.org) to make it easier for people to give.

ASK WITH ENERGY AND ENTHUSIASM! Share what participating in the event means to you. Let your excitement and passion shine. Always tell prospective donors where the money goes and how it helps people living with HIV and AIDS in Wisconsin (use our fact sheet as a reference).

THANK YOUR DONORS AND SHARE YOUR SUCCESS. After the Walk, thank your donors and let them know about your success (how much money you raised for the mission, how much fun you had, etc.)

DOUBLE YOUR DOLLARS! Many corporations and companies have matching gift programs that can double, or even triple, your pledge dollars. Here's how they work: An employee raises a certain dollar amount, which his/her employer matches, either dollar for dollar or at a specific amount (e.g., for every \$50 raised the employer matches by \$25). Matching gift program parameters vary from company to company. Check with your supervisor or company human resources department to see if they have a matching gift program.