

Pregnancy Resource Center of the NRV's

Walk *for* Life **AMPLIFIED**

Fundraising Guide and Tips



Fundraising Tips

- Set a personal fundraising goal – the higher the goal, the more you'll raise! (Put yourself in the place of a friend or family member – would you donate more to a friend if their goal was \$100 or \$1,000? People want to support you and the things you support, so setting a high goal shows ambition and commitment to a cause you believe in!)
- Donate to yourself – others will appreciate that you are devoting both your time and your own finances.
- Contact everyone who donated to you last year – thank them for their gift and ask for their support again. Ask for a specific amount; if they can't donate that much they will offer what they can.
- Be enthusiastic when asking for pledges – let people know their money makes a difference in the lives of moms, dads and babies!
- Start early – the sooner you start asking for donations, the more money you will raise. As soon as you register, get organized and start asking!
- Personalize your fundraising webpage by adding your own text, pictures or video – remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you're getting involved and how you're connected to the PRC. (It doesn't have to be long.)
- Let your donors know their donations are tax deductible.

How to Raise at Least \$600 in Two Weeks!

Week 1:

- Sponsor yourself for \$50.
- Direct message some closer friends on Facebook asking for a \$25 pledge. If four come through, that's \$100!
- Ask two family members to sponsor you for \$25.
- Ask two coworkers to sponsor you for \$25.
- Ask five neighbors to sponsor you for \$10.

Week 2:

- Post the link to your fundraising webpage on Facebook asking for a \$10 pledge. If five come through, that's \$50!
- Ask four friends to sponsor you for \$25.
- Ask five church friends to sponsor you for \$10.
- Ask two local merchants to sponsor you for \$50.

Note: Some people you ask may need a gentle reminder, so don't forget to follow up. For information on how to track your pledges, see our guide to recording pledges, available on our website, www.PRCsupport.com/walkforlife.