

## RAISE BIG MONEY: 5 STEPS TO GETTING STARTED ON AN EFFECTIVE FUNDRAISING CAMPAIGN

Sending solicitation letters (by snail mail or email) is one of the easiest, most effective ways to raise funds for Walk MS. However, knowing where to start is the key to a successful campaign. These 5 simple steps, and our fundraising resources, will help guide the way:

### **Get inspired.**

Why do *you* walk or volunteer? Take a minute to think about why you registered for Walk MS 2012 and how your efforts can make a big difference.

### **Select your audience.**

Be proactive in your fundraising efforts. Get out there and ask everyone you know – friends, family members, co-workers, high school and university alumni associations, local business managers, your hairdresser, your mechanic – all are fair game. You'll never know who is willing to contribute to your efforts unless you ask.

### **Create and send your letter.**

Make it personal. Consider including your connection to MS, a photo from a previous National MS Society event, your personal fundraising goal, and a link to your personal webpage.

### **Keep everyone in the loop.**

You've set personal fundraising and training goals – keep your supporters updated on your progress. Your online tools track everyone you contact by recording who you've sent emails to and who has donated to your efforts. Use the email function to send a follow up email with detailed updates of your fundraising to those who have not yet donated. Maintaining an updated blog on your personal webpage is another great way to update your supporters.

### **Send thanks.**

This is one of the most important steps of your campaign. Showing your donors gratitude and appreciation will build strong relationships for years to come. Send a follow-up email with a link to your event photos or send them a hand written note.