

Fundraising Tips and Ideas

***The goal is for each walker to have 20/20 Vision.
Ask 20 friends for \$20 dollars.***

Asking for donations may appear intimidating, but once you get past your first “ask”, it often gets easier. Being informed about chronic kidney disease (CKD) and polycystic kidney disease (PKD) will help greatly in your efforts. Look below for helpful hints and strategies!

General Fundraising Tips

In addition to asking 20 friends for \$20, you can also:

- ◆ Host a fundraising party and charge \$10 for each guest
- ◆ Put a jar of jellybeans on your desk and charge \$1 for colleagues to guess how many are in the jar.
- ◆ Ask at least 2 people for a \$50 gift
- ◆ Email just 10 colleagues to support you at \$10 each and submit a company matching gift form
- ◆ At the office, be ready with cookies, popcorn, and other treats that you can sell to your colleagues when the afternoon munchies attack. Display Walk KidneyWise Team poster with information on how to join your team or make donations online. Share your story, keep a jar for donations
- ◆ Host a luncheon – Have 20 friends over for a homemade lunch and charge each person \$20.
- ◆ Collect your spare change at the end of the day. Have your family, friends and team members do the same. You’ll see how fast it adds up!

Tips for asking for donations in person

- ◆ Face to face fundraising is the most effective way to raise money.
- ◆ Build your request around your excitement and enthusiasm for walking and for the Walk KidneyWise LA. Share stories on why the Walk is important to you.
- ◆ Educate your potential donors on where the money goes so they feel comfortable about making a contribution.

Tips for asking for donations on the phone

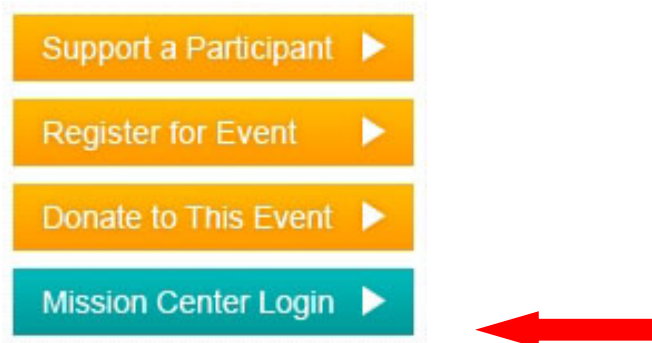
- ◆ Develop a target list.
- ◆ Pick the best time to call. Know your potential supporters – is it better to call them at home or in the office?
- ◆ Know what you are asking for before you ask. Suggest an amount that is appropriate for your potential donor
- ◆ Once you are on the phone, be direct. Use sentences like, “I need your help to accomplish my goal of \$_____, all of which will help find a cure for CKD. Will you sponsor me for \$_____?”

- ◆ Silence is not a “no.” If you have suggested an amount that is too high, they will let you know. Remember, no gift is too big or small especially to the 50 million people affected!
- ◆ Thank them regardless of the outcome. If they can’t contribute, invite them to volunteer on the day of the Walk, or even to walk with you!
- ◆ Always follow up with a written thank you.
- ◆ If you need to leave a message – why not have your voicemail announce what you are doing and how everyone can make a difference

Tips for asking for donations online

To easily solicit friends, family, and co-workers for online donations use the “Ask for Donations” email template found in your Mission center.

1. To access the online tools select the Mission Center Login on a Walk KidneyWise home page.



2. Select the Connect tab on the Mission Center.



3. Select “Contacts” to add your contact information, if you have not already done so.



The information in your Address Book is private. It will not be used unsolicited and will not be sold to a 3rd party. You may either import your contact information or add contacts individually.



4. Select the “Mail” tab to view a list of email templates.



5. Select the "Ask for Donation" template.
 6. Select recipients from the My Address Book list.
 7. Complete the "Your name" and "Your email" fields.
 8. Select the layout
 9. Complete the "Subject" line.
 10. Select either Basic Text or Rich Text
 11. Edit
 12. Send email.
- 13.. A link to your page will be automatically added to the bottom of your message.

Dear Friends and Family,

Chronic Kidney Disease (CKD) affects 50 million Americans - 1.6 million in Los Angeles County alone. KidneyWise is committed to stopping kidney disease in its tracks and I want to help! Their mission – empower people to live KidneyWise today and prevent kidney disease tomorrow through education, community involvement and research. I am participating in Walk KidneyWise, LA County, on March 7th in Santa Monica to help.

I have set a challenging goal to raise money to fund local programs and international research to end CKD! With your help, we can make a real difference together.

You can make a secure donation online by simply clicking the link at the bottom of this message.

Whatever you can give will make an impact - no donation is too small! I truly appreciate your support and will keep you posted on my progress.

Learn more and begin living KidneyWise today, too by visiting www.kidneywise.org. Thank you for helping end CKD!

OTHER HELPFUL IDEAS

- ◆ Keep your donation form with you all the time. You never know when you will run into a potential sponsor!
- ◆ Start with an "easy target" – your family and friends. Practice your "ask" technique and build your confidence.
- ◆ Take advantage of "peer pressure" and ask a group for pledges.
- ◆ Fundraise online.
- ◆ Keep Walk KidneyWise brochures on your desk at work. When you are asked about the Walk, ask for a donation or ask them to walk with you or volunteer.
- ◆ Try to get your donors to make their pledges online on your personal page. It's much easier. Also suggest payment by check or credit card as soon as they agree to sponsor you so you don't have to go back to them twice.
- ◆ Write a letter or send an e-mail to everyone you know.
- ◆ Set your goals high – and if you beat them, set them even higher.
- ◆ Compete with friends to see who can raise the most – nobody loses and everyone affected by Chronic Kidney Disease wins!
- ◆ Because you and your team can set up a fundraising page online, use this to your advantage and have teammates compete against one another to see who can raise the most!

FUNDRAISING Awards

Begin fundraising today. While knowing you have helped move us closer to a cure is its own reward, there are great prizes available to all those who join in the fundraising! Raise \$100 and earn your Walk KidneyWise T-shirt. Raise \$200 or more and choose one item from our selection. . After the walk, check back to the site to log in and claim your prize.