

Four Weeks of FUNdraising @ Home



Week 1

- **Make a self-donation** to show potential donors you are invested in the mission
- **Customize your personal fundraising webpage** with a picture and a story about why you walk. Walkers who customize their page raise an average of \$424 vs. \$24 for those who don't!
- Update your social networks by **sharing your fundraising page link on Facebook, Instagram, Twitter and LinkedIn**. Connect your Fundraising Center to Facebook and launch a Take Steps Facebook Fundraiser.

Week 2

- **Send emails to your family and friends** to share why you are raising money for Take Steps and asking them to join your team or donate. Simplify this process by using the Fundraising Center to import your contacts and using fundraising email templates!
- Begin **thanking and tagging everyone who donates to your efforts** on Facebook—post weekly to recognize everyone, OR post whenever you receive a new donation. This will create a buzz and may inspire others to donate, too!

Week 3

- **Follow up on emails, texts and calls** personally asking your network to contribute to Take Steps. Most people want to support you, but may need a reminder. Need help with content for your follow up email—ask us!
- **Host a Virtual Class in exchange for suggested donations**. Teach a DIY, a cooking class, or music lessons. Get creative and share your skills!
- **Ask your office if you can involve colleagues in your efforts**. If you can, here are some no-pressure ideas to ask them to contribute to your fundraising
 - Send a company-wide email promoting your event—you may even get some colleagues who want to join as a fundraiser!
 - Host a virtual happy hour to help connect colleagues working remotely. Ask for a suggested donation.

Week 4

- **Step up your social media strategy** by creating a video that shares reasons why you walk and posting it to your social media channels—don't forget to include the link to your fundraising page.
- **Email or text friends and family who still have not contributed**—update them on your fundraising efforts thus far and include your video and link to your fundraising site.
- **Ask those who have donated to look into their company's matching gift policy**—matching gifts have the potential to double their impact on the Foundation's mission.

Bonus: Send a final fundraising email after the walk sharing your experience, making one last push for donations, thanking donors again and reminding them to submit a matching gift request. Include photos or videos of you participating in the virtual walk.

Questions? Take Steps staff are here to help! Contact us at takesteps@crohnscolitisfoundation.org or 212.685.3440 to devise your fundraising strategy today!

Goal Planning Worksheet & Network Brainstorm

Use this worksheet to build your fundraising plan! This worksheet will help you breakdown your fundraising plan through segmenting your network.

2019 Fundraising \$ _____

Your personal donation (self-donation)	\$
Inner-circle donations & fundraisers	\$
Network donations (personal & professional)	\$
Matching gifts	\$
Business donations/sponsorships	\$
Fundraising Goal	\$

Self-donation

Lead by example to your potential donors and make a lead gift that you can ask others to match!

Inner-circle donations

If you are a veteran participant, review who donated to and fundraised on your team. Who can you ask again this year and what can you count on to return? Think about your closest family and friends. Making a donation and fundraising are tangible ways that your inner-circle can help support patients by funding improved treatments and new research to bring us closer to a cure.

Network donations

Think about your general network of friends, colleagues, and community that may want to support you and this important cause. You can reach this network through emails, social media and phone calls.

- Former classmates (grade school, high school, college) or past colleagues
- Social clubs (book club, poker night, sorority, garden club)
- PTA or Neighborhood association
- Church/Synagogue/Mosque
- Civic organizations or clubs/gym to which you belong
- Who have you donated to in the past?
- Scan your credit/debit card statements for businesses you frequent
- Explore departments outside of yours at work
- To what vendors does your company give their business?
- Do you belong to any professional networking groups?
- Who are you connected with on LinkedIn, Facebook or Instagram?

Matching Gifts

There are thousands of companies nationwide that having a matching gift program to incentive their employees to make charitable contributions to causes important them. Programs vary but often employers match up to 100% of the donation made by an employee (up to a certain amount per year) and sometimes even match the funds they raise for their charity of choice!



Become a Take Steps Pacesetter Today!

Pacesetters fund cures – period! In 2019 7,700 Pacesetters raised a collective \$6.1 million to support the life-saving work of the Crohn's & Colitis Foundation. That's an average of \$792 each! If every registrant had committed to raising at least \$100, we would have raised an additional \$2.23 million in support of the 3.1 million Americans living with IBD.

While advances in technology are bringing us closer than ever to cures, unfortunately they do not come cheap. Every dollar you raise brings us one step closer to a world without Crohn's disease and ulcerative colitis. Now more than ever, IBD patients are relying on us to raise crucial funds for the research that will someday find a cure.

Pacesetters are individual fundraisers who raise at least \$100 for Take Steps. As a special thank you for fundraising, each Pacesetter receives special benefits including:

- Take Steps walk t-shirt
- Pennant flag keepsake



Pacesetters will also receive access to special refreshments where walks are taking place in person.

Email takesteps@crohnscolitisfoundation.org and we will help you develop a foolproof fundraising strategy to raise at least \$100 and become a Pacesetter!

Becoming a Pacesetter is easy as 1-2-3!

\$20

MAKE A PERSONAL
DONATION. THIS
SHOWS YOU ARE
COMMITTED TO
THE CAUSE!



\$40

ASK TWO FRIENDS
OR CO-WORKERS
TO DONATE \$20.

\$40

ASK TWO FAMILY
MEMBERS TO
MATCH YOUR
\$20 DONATION.



RECEIVE YOUR T-SHIRT,
PENNANT FLAG, AND
A WRISTBAND FOR
REFRESHMENTS ON
WALK DAY!



Maximize Your Impact—Guide to Social Media Fundraising

Virtual Fundraising = Safe Fundraising!

These tips will help you safely fundraise online through social media.

Post Where Your People Are If you have 5,000 Facebook friends and four followers on Twitter, fundraising through Twitter isn't likely to yield much success. Stick with the platform where the most family, friends, and colleagues will see your posts.

Share Your Fundraiser on Facebook It's simple to reach more people by connecting your Take Steps fundraiser to your Facebook page. Log into your Fundraising Center and on the 'Home' tab, click on 'Fundraise on Facebook'. Click continue on the next screen, then ok. Once this is done, Facebook will automatically post your fundraiser to your timeline and it will appear in your friend's newsfeed.

Loop In Your Professional Network Share your story, #WhyITakeSteps, and a link to your Take Steps fundraiser on your LinkedIn page. You never know who your post might resonate with. Encourage your coworkers to Take Steps with you and invite others in your LinkedIn network to participate as a corporate team or corporate sponsor.

Brand Your Accounts with Take Steps Change your profile picture to you in a Take Steps shirt, at the Walk, at Kickoff, or to the Take Steps logo. Every week or two, post an update on your fundraising progress, a patient's story or a research update from the Foundation.

Always Be Tagging! If you include popular hashtags and tag relevant people or companies, people following those people, companies and hashtags will potentially see it. Some suggested hashtags and tags include #WhyITakeSteps #TakeSteps #crohnsdisease #ibd #ulcerativecolitis @crohnscolitistakesteps on Facebook, @CrohnsColitisFn on Twitter and @Crohnscolitisfoundation on Instagram.

Become a Star You can easily capture compelling videos with the potential to raise more money than emails ever could. Utilize technology to share your story and ask for funds through a more personal medium. Include your fundraising page link in the comments or video title and encourage friends and family to share it too.

Post Shareable Content Adding some interest to your post, utilizing video or sharing a compelling patient story are great ways to encourage friends to share your post. The more people share it, the more people will see it. Don't forget to always include at least a photo, as sharing something visual captures people's attention.

Don't Just Ask, Thank Tagging people or companies in a thank you post is a wonderful way to recognize them for their support and promote their involvement to their social media networks.

Follow these easy tips and you'll be a social media fundraising pro in no time. Follow @CrohnsColitisFn on Twitter and @crohnscolitistakesteps on Facebook for content you can share with your own network.