



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 want to walk
- Customize your web link to something memorable so people can easily type it in their web browser
- Update your social networks by **sharing your fundraising page link on Facebook, Instagram, Twitter and LinkedIn**. Ask friends to share it too!

Week 2

- **Send emails or letters to your family and friends** to share why you are raising money for Take Steps. 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, calls or letters** 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!
- **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
 - Set out a change jar and ask everyone to contribute whatever coins are in their pocket or wallet.
 - Bring your department a homemade hot lunch one day and ask that they contribute the money they would have spent on lunch to Take Steps instead.
 - Ask HR if you can host a casual day, where everyone can dress down for a suggested donation.
 - Send a company-wide email promoting your event—you may even get some colleagues who want to join as a fundraiser!

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, share how excited you are about the upcoming walk, 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 at the walk so they can experience it for themselves.