

## Four Weeks of FUNdraising

### 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 or letters 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, 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.
  - 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 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