

# How to Raise Over \$1000 in Two Weeks

## Week 1

- Sponsor yourself for \$50
- Direct message close friends on Facebook asking for a \$25 pledge. If four come through, that's \$100!
- Ask two family members to sponsor you for \$50
- Ask two coworkers to sponsor you for \$25
- Ask five neighbors to sponsor you for \$20
- Ask five members of your sports team or club to sponsor you for \$20

## Week 2

- Post the link to your fundraising webpage on Facebook asking for a \$15 pledge. If seven come through, that's \$105
- Ask four friends to sponsor you for \$25
- Ask five church friends to sponsor you for \$20
- Ask four local business owners to sponsor you for \$50
- Ask your employer or your parents' employer(s) to match your pledge of \$50 for another \$50 to \$100

*Remember: Some people you ask may need gentle reminders, so follow up.*

*Thank you for supporting Choices Women's Center through the 2020 virtual Life Walk & Run.*

# Fundraising Guide to Help With Your Virtual Life Walk & Run

## **Set a fundraising goal: realistic but not aggressive!**

The higher the goal, the more you'll raise! Would you donate more to a friend if their goal was \$100 or \$1000? People want to support you! Setting a high goal shows ambition and commitment to a cause you believe in.

## **Cast your net wide and contact everyone you know**

Friends, family, coworkers. And don't forget to reach out to those donors who supported you last year. Ask for a specific amount from those you contact - if they can't donate that much, they will offer what they can. Also consider business owners who will often give from their company! **Let your donors know their donations are tax deductible!**

**Start early:** and as soon as you register, get organized and start asking!

**Donate to yourself:** you devoting both your time and finances.

## **Be enthusiastic when asking for pledges!**

Remind people that their money makes a difference in the lives of moms, dads and babies! You are offering hope in a moment of crisis or fear.

## **Personalize your fundraising webpage**

Adding your own text, pictures or video to your fundraising page. Your donors will be interested in the cause, but they are a lot more interested in you. Tell them why you're getting involved and how you're connected to Choices. Share with your sponsors what you know about Choices and the great services they provide. Keep socializing and providing updates to keep it fresh. Follow with phone calls and other forms of communication.

**Thank your donors** personally right after they sponsor you and let them know how much you appreciate their support and their partnership with Choices Women's Center.