

FUNDRAISING ROADMAP

Now that you
are registered,
we've got some
steps to help
you get started!

Don't forget to
follow us on
social media!

f **ig** **in**
@alzswp



SET UP YOUR PERSONAL PAGE ONLINE.

If you've got a story, special memory, or fantastic person you're walking for, share it! It will motivate people to support your fundraising efforts.

Did you know?

- 90% of donations are made online.
- Participants raise 20% more funds when their page is personalized with a photo and story.

SECURE YOUR FIRST DONATION TODAY!

Kick off your fundraising by making a self-donation to show your commitment. Next, think of the one person who won't say no – your partner, family, friends, co-workers, boss. ASK them to donate.

Did you know?

Research shows that Walkers who make a self-pledge are 75% more likely to hit their fundraising goal. By making the first contribution, you set a standard for giving.

CREATE A LIST OF PEOPLE WHO MIGHT DONATE AND REACH OUT TO THEM.

Why don't some people donate? Because they're never asked! Make a commitment to ask at least one person every day for a donation.

- Write down the names of everyone you know.
 - Think outside the box – your local pizza shop owner, your gym instructor, etc.
 - Decide how to make the ask, email, phone, in-person.
- Personal invitations often receive the most significant results.

USE YOUR SOCIAL CHANNELS!

Social media is a fun and simple way for you to engage with a broader network, build awareness and inspire giving. Have fun, be creative and inspire your friends and family to support you by DONATING and/or SHARING your post. **Remember to use the hashtag #IGWalkforAlz to increase visibility**

REPEAT, REMIND, AND REWIND!

Don't be afraid to ask and ask again. People are often busy; they might need a little reminder. Always follow up with every person you've asked and share an update on your fundraising.

SHOW YOUR APPRECIATION!

Remember to thank your donors, it shows them you appreciate their generosity. Consider sending personalized thank-you notes or shoutouts on social media.