



Fundraising Tips

Below are simple steps to successful fundraising that will have you meeting your goals in no time!

1. BE PERSONAL

Personalize your fundraising page, where friends, family, and co-workers can support you with your fundraising goals. There you can:

- Share your reasons for joining the Richstone Walk by editing the text on your page—Why do you walk for Richstone? Why are you walking to prevent child abuse?
- Upload your own images or videos. If you have photos from past years participating in the Richstone Walk, this is a great place to feature those!
- Set your fundraising goal.

2. GET THE WORD OUT

Share your beautiful new personal fundraising page with *everyone* you know and ask them to sponsor you for the Richstone Walk. You can share the link by:

- Sending an email through your Personal Page—a link to your fundraising page is automatically included in all messages you send, plus there are easy to use templates you can customize!
- Connecting your Facebook, Twitter, and LinkedIn accounts to your Fundraising Page to post outreach messages to your social media contacts.
- Copying and pasting your custom URL into your fundraising outreach emails directly.
- Asking in person! It can be nerve wracking, but try asking your friends and family for a donation the next time you see them. Be sure to explain why you are walking for Richstone and ask for their support in meeting your fundraising goals. It's harder for them to say no face-to-face!

Don't be afraid to follow up or send reminders—sometimes emails get buried in people's inboxes so try multiple means of communication before giving up on a potential donor!

3. PICK UP WALK SWAG

Watch for emails from the Richstone Walk team for opportunities to pick up your hat and other goodies before the Walk.

- Lawn signs and poster will be made available so you can make it known at your home or business that you are walking for Richstone!
- Come to a pre-walk event so you can wear your hat on the morning of the Walk and around town to spread the word about the Walk

4. THANK YOUR DONORS

- Send thank you notes to your donors for their commitment to preventing and treating child abuse. Be sure to include an update on how you did with your fundraising goal. You can find a thank you template in the Participant Center and the Walker Toolkit.

Donors are much more likely to give again next year if they receive a personal note from you after they give.