



3 days. 50 miles. Journey toward a world free of MS.

10 Ways to Organize Your Fundraising

Challenge Walk MS is about thinking big... bigger and better than anything you have ever done before. You may be a little intimidated by the thought of raising \$1,500 but it's much easier than it sounds. Thousands of walkers have succeeded in raising much more than their pledge goal. You can too. Your commitment to walk is awesome!

1. **Set a fundraising goal.** All walkers are required to raise a minimum of \$1,500 but if you want to raise the bar... set your own personal goal even higher.
2. **Make a list of everyone you know.** If you limit who you ask, you limit the amount of money you'll raise. Go through your phone book, e-mail address book, holiday card list, co-workers, former co-workers, your doctors, any groups you belong to, etc.
3. **Determine how you will fundraise.**
 - ✓ Start collecting donations online.
 - ✓ Create a personal web page (if you registered online, we have already created one for you).
 - ✓ Start a letter-writing campaign. Whether you plan to send a letter, postcard or e-mail, our website has great samples to help you get started.
4. **Direct your sponsors to our website.** They can simply find your name to make a donation on your behalf.
5. **Keep the sponsor sheet with you.** You never know when or where you'll meet a potential sponsor!
6. **Demonstrate your commitment by writing YOUR name on the first line of the sponsor sheet!**
7. **Network at the office!** Post the sponsor sheet outside your door or in a busy area (coffee machine, copier). Don't forget the copy repairperson, courier, and vending machine operator!
8. **Follow Through!** It may seem like a detail, but this is a critical step in fulfilling your goal and showing appreciation to your donors. Be diligent with your efforts. Cultivate your relationships. Following through is the KEY! After you send out a letter, call the recipients to make sure they received your letter and to see if you can count on their support. After someone makes a pledge, send a thank you note. Give your donors updates on your fundraising and training progress, and thank them for their support. When you achieve your fundraising goal, let your sponsors celebrate in your accomplishment and success. In addition, invite them to celebrate with you at the Finish Line!
9. **Inspire others to share in your commitment.** Your commitment is amazing and your expectations are high. You need to have the same high expectations of your sponsors. What you are doing is on behalf of the many thousands of people affected by MS in the United States. People will support you because you are raising money and awareness about this disease and you are serious in your commitment to fight MS. You are not asking for the contribution for yourself, you are asking on behalf on the National MS Society and all the people with MS in the region.
10. **Matching Gift Program.** This is the simplest way to double your contributions. You can ask your community relations department or HR department to see if your company has a matching gift program.