

FUNDRAISING TIPS

The best way to get started with fundraising is by making a plan! Here are a few steps to help you succeed.

1

Set a Goal

Decide on a fundraising goal for your team. Make it realistic and achievable!

For example: if this is your first year fundraising, you may want to start with a smaller goal like \$250 or \$500. If you are a pro..shoot for the stars!

2

Make a Plan

Look at your goal and set a realistic plan to help yourself achieve the goal.

For example: Pull out the calendar and set timely milestones. By XYZ date, send 20 emails; or by XYZ date ask 5 restaurants you visit frequently to donate. By XYZ date, I should have reached 20% of my fundraising goal.

3

Take Action

Spread the word by promoting your team, DSACF and the Step Up Walk.

For example: Write your story, share it with your friends, send the texts/emails, post on social media, follow-up a few weeks later with folks who have not donated yet. Remember to ask them to help you earn fundraising prizes along the way during incentive weeks.

4

Thank & Celebrate

After you've reached your fundraising goal, always say "thank you"!

For example: Send a message to your supporters announcing you've reached your goal and include a photo. Let them know you're not ready to stop and you want to increase your goal by 10%. Put supporters names on your team shirts, give social media shoutouts, and invite them to walk with your team on walk day!

RAISE \$250

- Ask 4 family members for \$25 = \$100
 - Ask 5 co-workers for \$10 = 50
 - Ask 4 neighbors for \$10 = \$40
 - Ask 6 friends for \$10 = \$60
- = \$250**

RAISE \$500

- Use this fun template when asking supporters to donate. Reach your goal by filling out the board!

RAISE \$1,500

- Ask 5 friends to commit to raising \$20 from 5 friends = \$500
- Ask 5 health professionals (pediatrician, dentist, cardiologist, eye doctor, dermatologist, endocrinologist, etc.) to donate \$100 = \$500
- Ask your workplace Human Resources department to host a "dress down day" and charge \$5 to wear jeans on Fridays for a month. 25 employees @ 4 weeks = \$500 = \$1,500

OTHER SUGGESTIONS

- Set up a Facebook Fundraiser (the average FB fundraiser raises \$150) = \$150
- Host a game night and ask 5 friends to donate \$10 to play = \$50
- Ask 3 restaurants you frequently dine at for \$50 = \$150
- Ask your child's teacher if you can speak about Down syndrome in October. Ask 5 of your child's friends to join your team. = \$100