



7 EASY STEPS TO RAISE \$250

Each step takes less than 5 minutes!

Fundraising doesn't have to be hard, scary or time-consuming.

We take you by the hand through seven **of our best fundraising tips** to hit your goal of \$250 or more!

Remember, every dollar you raise funds critical research and services for families in our community affected by bleeding disorders.

Let's get started.

STEP 1: HOW TO ASK LIKE A PRO

The "ask" can be the scariest part of fundraising, so we're giving you a surefire formula for getting a donation without feeling awkward.

This formula works whether you're asking in person, sending an email, posting on social media or sending a text message. And, keep reading because we give you a script using this formula as a jumping off point.

A surefire formula for asking like a pro:

1. Tell them the need you're trying to address with your fundraising with a bold statement, fact or figure.
2. Why bleeding disorders are important TO YOU or THEM.
3. What you are doing about it.
4. Ask for a specific donation or act.
5. Stop talking. Let them ask questions or say "yes."

Here's a script you can customize for yourself:

"Hemophilia affects one in 4,500 males so it happens a lot more than you might think. My son is one of those males. I'm a carrier of the gene. So I walk in our local Hemophilia Walk as a way to show my son how much I support him. And, to financially support other families in our community with education, services, and research into new treatments and a cure possibly from gene therapy. Will you help me today by giving a donation of \$25? It's 100% tax deductible."

Stop talking. Zip it. Don't get nervous and keep talking. Just let your potential donor respond, ask questions or start a conversation.

Edit this script to fit your personal motivation or situation. Practice it, but try not to sound rehearsed. The more you ask people, the easier this script rolls off your tongue.



STEP 2: MAKE A LEADERSHIP GIFT TO YOURSELF

Set an example and kick-start your fundraising with a personal donation.

This doesn't have to be a big donation, but it's an important step. Here's why:

When your donors come to your page, they'll see who's donated. They'll see you've made a personal gift and believe in your personal commitment. [Click here to make a leadership gift to yourself.](#)

[SET AN EXAMPLE – MAKE A GIFT](#)

STEP 3: GET “SEED” DONATIONS

People want to give to a cause that others are already supporting. They want to give to a winner. So before you go public, privately ask a few close family, friends or colleagues to help you out with a “seed” donation. Again, these donations don't have to be big dollar amounts. It's the number of donations that make an impact. You want your larger network to see that you've already got momentum.

Here's a script you can customize for yourself:

"You're in a unique position to help me out.

Hemophilia affects one in 4,500 males so it happens more than you might think. My son has hemophilia. I'm a carrier of the gene. I'm walking in my local Hemophilia Walk to show my son I support him and other hemophiliacs' right here in my community.

I haven't gone public with my fundraising just yet. Before I send people to my fundraising page, I want to seed my fundraising campaign with a few donations, so it shows I've got momentum. I've already made a personal donation. Can you help me out today by giving me a "seed" donation of \$20 to get me started? It's 100% tax deductible."

If this script sounds too formal for asking a close friend, your sister, or a work colleague, change it up!

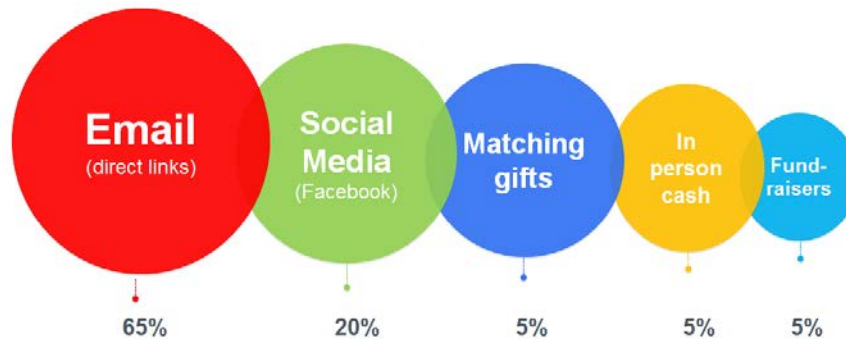
Oh... and here's a super-smart tip: get a seed donation from each: a family member, a friend, and a colleague, so everyone else sees their peers have already started chipping in to your campaign. It will open their wallets faster.

STEP 4: EMAIL WORKS!

Did you know that email is your most effective fundraising tool?

It's true. Email links generate the most donations of all the fundraising tactics we see.

2016 Source of all donations



It's time to go public and send an email and get some donations pouring in.

You can send your first email by copying and pasting the email below. Or, you can log into your donor dashboard because this email is already populated in your online dashboard.

We can't make it any easier for you to send an email!

Hi [Name of recipient],

Hemophilia affects one in 4,500 males.

My son is one of those males. And, I'm a carrier of the gene.

I walk in our local Hemophilia Walk as a way to show my son how much I support him. And, to financially support other families in our community with education, services, and research into new treatments and a cure possibly from gene therapy.

Will you help me today by giving a secure online donation of \$25 here on my personal fundraising page: [link to your page]

[Your Name]

P.S. Your donation is 100% tax deductible!



STEP 5: POST ON SOCIAL MEDIA

The second largest source of donations comes from your friends seeing you on Facebook.

You reach people that are friends on Facebook that you might not have an email address for.

Also, it's super effective when your potential donors see your email appeal and then see it again on Facebook. We find the more they see you talking about it, the more likely they are to donate.

Here's a sample Facebook post.

One of the many reasons I walk. Please support me with a tax-free donation at [Insert your fundraising page link] #HemophiliaWalk.



STEP 6: CHECK FOR MATCHING GIFTS

Matching gifts are like free money toward your fundraising goal.

You'd be surprised at how many employers match charitable donations.

Start with your own employer matching your personal donation. Most companies budget for this in their marketing budget. Get your share!

Ask every donor if their employer matches their donation AFTER you've received their donation. It might come across as too presumptive if you ask before they've donated.

Here's all you need to do:

1. Ask your donor if their company has a matching gift program like this:
Thank you for your donation of \$25. It means the world to me. Many companies match their employee donations. Does yours? If so, would you do me a favor and see if you can get a match for this donation? You just need to check with your HR department if you're not sure.
2. If they don't know, you can search here:
<https://hemophiliawalk.donordrive.com/matchinggift>
3. If they do have a matching gift program, the company will want your state's tax identification number.
4. Add the matching gift donation to your pledged donations. We'll confirm receipt of the match in your account.

STEP 7: ASK FREQUENTLY

Our top fundraisers tell us that **persistence** is their best ally in fundraising.

Just keep asking – especially as your walk day approaches. You can use the deadline of your walk to get people to go online and donate.

Here’s a quick list of everyone you could ask for a donation. Use this to jot down your target list of donors.

You’ll see it’s possible to raise way more than \$250!

Donate to yourself	\$25
Three “seed” donations of, \$20 each	\$60
Seven friends and extended family, \$20 each	\$140
Five co-workers, \$20 each	\$100
Boss for company donation (or match)	\$75
Two neighbors, \$15 each	\$30
Three local businesses (coffee shop, dry cleaner, café), \$20 each	\$60
Five members of your house of worship, PTA, or civic club, \$10 each	\$50
Your doctor, lawyer, accountant or trainer, \$25 each	\$50
Matching gift from any of your donors’ employers	\$100
Hold a car wash, bake sale, garage sale, raffle, or tip night, fundraiser	\$100
TOTAL:	\$790

Those are our best tips. We’re going to finish strong with the most important message we want you to leave with today...

THANK YOU! YOU’RE THE BEST!