

4 WEEK FUNDRAISING GUIDE

By fundraising with the Muscular Dystrophy Association (MDA), you're helping to transform the lives of people living with muscular dystrophy, ALS, and related neuromuscular diseases.

Week 1:

Update your Personal Fundraising page: When you share your page with friends, family, colleagues, or classmates, you'll want it to have a personal touch. And guess what? People with personalized fundraising pages typically raise 20% more than others!

Customize your web link: Make sure your friends and family can easily find your page so they make those critical donations. Sign in, click "Dashboard" then, "Edit Your Page" on the right-hand side. Finally, choose a "Page Alias" and save. And you're done it!

Update your social networks: After you customize your web link, send it out via Facebook, Twitter, or your social network of choice. Ask your friends to share your post, too.

Send emails and letters to tell your family what you're doing and why you're doing it. A direct ask through email is more likely to result in a donation than a Facebook or Twitter post.

Make a donation to yourself: It'll feel good to see a little progress on your personal page thermometer, and it shows your donors that you're committed, too.

Week 2:

Post flyers at work and ask 10 coworkers for a donation. You can also find out if your employer matches gifts by visiting www.mda.org/matchmygift, and get those gifts doubled!

Send out a Thank you to donors via Facebook or in an email. When you thank your donors publicly, it will encourage the rest of your friends and family to make a gift.

Ask local businesses to make a donation: Do you have a favorite dry cleaner, local coffee shop, or lunch spot? Ask them to donate a portion of their sales on a special day or night or ask them to place a coin jar on their counter – every penny counts!

Week 3:

Ask your employer if you can have a casual day at work, collecting donations in exchange for the privilege to wear jeans or flip flops.

Get it on film: Create a short video that shares your reasons for fundraising for MDA and share it on social media and on your personal fundraising page.

Have a party! Ask friends to celebrate your fundraiser and tell them why you want to help kids and adults with neuromuscular diseases.

Week 4:

Contact local service organizations: Optimist Club, Rotary, Kiwanis, and others often support local individuals who are engaged in a worthy cause.

Email friends and family who have not yet donated to remind them that your event is approaching.

Continue to post to Facebook and Twitter: most people need to hear something several times before they'll take action, but once they do, they'll be so happy to have supported you!

Collect your coin jars: Remember those local businesses that were collecting coins? Make your rounds and submit those donations to your local MDA office.

Pick up the phone and push for those last-minute donations. Many people have already thought about supporting your fundraiser, but they just haven't sat down to make the gift. Give them a little nudge.

After your event:

Pat yourself on the back: You just raised critical funds for life-saving research for treatments and cures, helped support programs and services for kids and adults in your community who have muscular dystrophy.

Send notes of thanks to everyone who made a donation to you, and make sure to share your results!