

# 4 Week Fundraising Guide

By fundraising with the Muscular Dystrophy Association (MDA), you're helping MDA lead the way in accelerating research, advancing care, and advocating for the support of our families.

## 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.
- Update your social networks: After you customize your web link, send it out via Facebook, X, 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 X post.
- Make a donation to yourself: It'll feel good to see a little progress on your personal page barometer, 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](http://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.

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## 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 X: 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!
- 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 that will empower kids and adults with neuromuscular diseases to live longer, more independent lives.
- Send notes of thanks to everyone who made a donation to you, and make sure to share your results!