



Step Forward for Mental Health Walk 2017

Saturday, August 12
Harbor Lawn at Waterfront Park



Nine Amazing (and easy) Ways to Raise Funds, Get to Your Goal, and Make a Difference!

TIP #1 – TAKE ADVANTAGE OF ONLINE FUNDRAISING TOOLS

Once you register as a participant at NAMILouisville.org/stepforward, a personal fundraising page is automatically generated for you. Simply click on the View My Page, when your registration is confirmed. It will walk you through just a few easy steps that take less than 5 minutes to set up, but create BIG IMPACT. We encourage everyone to visit their “My Headquarters” center as soon as registration is complete and personalize this page. You can set your fundraising goal, upload pictures and tell your story all on this one page.

FACT: Pages that are personalized are 3x’s more likely to receive a donation!

Then once your page is complete, simply included your link in e-mails and on social media, to all of your contacts and request a donation or ask them to join your walk team.

TIP #2 – CREATE A PERSONAL FUNDRAISING EMAIL

A personalized appeal to friends and family can really go a long way.

It’s important to share your story about your connection with us. And remember, to fully maximize your fundraising efforts, reach out to not only friends and family members, but also co-workers, neighbors, club members and local businesses.

TIP #3 – DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS

Many companies have matching gift programs that can double and sometimes triple donations.

Check with your corporation to learn more about their matching gift program and be sure to encourage your donors and team members to do the same.

TIP #4 – THINK OUTSIDE THE BOX-BE CREATIVE!

Think of fun ways to involve your co-workers with a jeans day or early-out day, where for a donation of \$5.00 or more, employees could wear jeans or have an early/out on a designated day. You can also host a Brown Bag Lunch Day where you ask co-workers to bring in their lunch instead of purchasing them, and donate the saved funds to your team. Finally, place a “change collection” canister or box by the office vending machines and encourage co-workers to spare their change.



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TIP #5 – SHARE ON SOCIAL MEDIA, THEN SHARE SOME MORE

Your Personal Fundraising Page allows you to easily share your page link to your friends in all your social media channels. Use the hashtags #stepforwardformentalhealth #stopthestigma, #(whatever your team name is), #NAMILouisville, and be sure to tag NAMI Louisville.

TIP #6 – Keep Asking

Don't be afraid to follow-up with multiple asks. Your friends are busy and they may miss the request the first time. They'll appreciate a friendly reminder. Consider tagging them or sending them a private message, or even a text with your link – the walk page works on mobile. Let them know how much you have already raised and how far you have to go to hit your goal, and then ask for a donation to help you complete your mission.

FACT: It takes on average 3 solicitation emails to generate 1 donation.

TIP #7 – GET SUPPORT FROM THOSE YOU SUPPORT ALL YEAR LONG

Dry cleaners, accountants, doctors, hair stylists and dog walkers without a doubt appreciate your business and would be happy to support you.

TIP #8 – KEEP YOUR TEAM MOTIVATED AND EXCITED

The easiest way for a team to fall short of their potential is to become complacent about their fundraising efforts. It is important that everyone on your team understands that they play an important role in the success of not only your team, but the entire event! Also be sure to always send shout out's to team members using the team captain participant center sharing news about new team members, fundraising goal progress or other event updates.

TIP #9 – THANK YOU'S ARE VERY IMPORTANT

Sending out a thank you is extremely important and is an easy way to show your donors how much you appreciate their support. Thank yous can be in the form of an email, handwritten note or phone call, but no matter the form, they should be sincere and sent out in a timely manner. Once you have thanked your donors, be sure to keep sharing your progress and important milestones (50% of your goal achieved, that you have increased your goal, etc). This will show them that their support truly made a difference in your efforts and may inspire them to make additional donations or pass along your website to others.