



TRACK YOUR WAY TO FUNDRAISING SUCCESS

The earlier you begin your fundraising campaign, the more success you'll have in reaching your goal. This four-step program will help you along the way.

1. SET YOUR GOALS

- Participating alone? To get started, set a monetary target. Be ambitious—aiming high will keep you motivated. \$275 is a good guideline.
- Participating as part of a team? Decide how many team-members you want to recruit, and set a monetary target. The suggested goal is \$275/person or \$1,500/team.
- Think of incentives for giving. Maybe it's bringing a batch of homemade brownies to the office and selling each one for a small fee, or auctioning off artwork made by your child.

2. IDENTIFY YOUR TARGETS

- First, make a "hit list" of potential supporters: family, friends, co-workers, neighbors, friends of friends, your kids' friends' parents, and so forth. Cast as wide a net as possible.
- If you're part of a team, draw up a list of contacts you think would be interested in joining you. Friends who jog, who love penguins, or just love the zoo will be good candidates.

3. RAISE MONEY

- Use our handy Participant Center to email your contacts with donation requests. For each letter you send out, try to tailor your fundraising pitch to match that individual or group's interest.

- Also, be sure to tell potential supporters your fundraising goal. That way, even if they can only give a little, they'll still feel like part of something big.
- Fundraising events are a great way to get people fired up about contributing to your cause. Consider hosting a dinner party or cocktail hour, and rather than asking your guests to bring a beverage or a dish, encourage them to make a contribution to your campaign.

4. STAY FOCUSED

- Put your pledge form in the bag you use on a daily basis so you can continue to solicit donations.
- Many people need a few reminders before they actually make a pledge. Don't take it personally. Be politely persistent by informing your "hit list" about your progress and reminding them how many days you have to meet your target.

5. SHARE YOUR APPRECIATION

- Use our Participant Center to send thank you e-mails to anyone who contributes to your campaign. A hand-written note is also a nice gesture.
- Be sure to thank your team members and team captain for a job well done.
- Did you take any pictures during the Run? Upload them to Facebook, Flickr, or other photo-sharing sites, and show some team spirit!

