



FUNDRAISING TIPS

THE FOLLOWING FUNDRAISING TIPS WILL HELP YOU AS YOU STRIVE TO MEET YOUR PERSONAL FUNDRAISING GOAL:

- **Set a goal.** Write the number on your pledge sheet or online personal fundraising page. Be sure to let your sponsors know that their contribution helped.
- **Start your pledge sheet(s) with a generous pledge.** Most people will follow the example of the first pledge on your sheet.
- **Pledge yourself.** Others will appreciate that you are contributing both your time and your dollars.
- **Dedicate your walk or run to someone** who has been touched by an unplanned pregnancy, teenagers who need to hear the abstinence message, or to a man or woman who has been impacted by abortion.
- **Create a personalized fundraising page** that can be connected to your social networking sites and emailed to your friends and family. Use this page like an online pledge sheet to ask for and collect secure donations. Visit ccwalkforlife.com and click the "Register Now" button under "I Want to Run the 5k" or "I Want to Walk for Life" for the link to design your personalized fundraising page.
- **Contact everyone who sponsored you last year.** Thank them for their pledge and ask for their support again. Ask for a specific amount, such as \$50 or \$100; if they can't donate that much, they will offer what they can. Be sure to direct your sponsors to your personalized online fundraising page!
- **Make an announcement** at your social club, service club or small group. Call Traci at 405-623-9943 to schedule a Crossroads Clinic speaker for a short presentation.
- **Be enthusiastic when asking for pledges.** Let people know that their money makes a difference in the lives of babies, women, teenagers, men, and families in our community.
- **Use special occasions.** If you have a birthday, anniversary or other special occasion coming up, ask for Walk for Life pledges in lieu of gifts.