

FUNDRAISING TIPS

- **Set goals.** It'll be easier to reach than you might think! Download "How to Raise \$500 in 10 days" from 5kforlife.org.
- **Get your first pledge from a generous donor,** often other donors will match that amount.
- **Fundraise online!** Register and create a personal fundraising page, then share it! We even have pre-built templates for you to use - just use the links on your fundraising page.
- **Dedicate your walk or run to someone** who has been touched by an unplanned pregnancy or to woman who has been impacted by abortion.
- **Ask family and friends who live out of town.**
- **Be Specific.** Use specific with amounts, 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 fundraising page!
- **Be enthusiastic when asking for pledges.** Let people know that their money makes a difference in the lives of women and families in our community.
- **Use special occasions.** If you have a birthday, anniversary or other special occasion coming up, ask for donations instead of gifts.

Don't forget to tell your sponsors that all gifts are tax deductible!