



Walk for Autism & Logan's Run 5K

Ten Fundraising Tips

1. *Set a fundraising goal:* \$100, \$500, \$1000 or even higher.
 2. *Activate your network:* Make a list of people you know, print your email address book and mark those people you will approach for a donation. Start with your family and closest friends, and then expand the list by listing people you know they know. Often those closest to you will become part of your fundraising team. People enjoy being part of a team effort. Name the team in honor of a loved one with autism.
 3. *Develop a fundraising letter: Know why people give.* The simplistic answer is that people give to get. However, most people give for reasons that stem from emotion, not logic.
 - To get satisfaction through involvement in a worthwhile activity
 - To get satisfaction by helping to solve a common problem
 - To get recognized for contributing to a cause.
- In your letter, a personalized story is a powerful one that will help people understand the importance of what you are doing. Write a letter that you would read if it was sent to you. Include a donor form and return envelope to make the donation process as easy as possible.
4. *Think of where you go:* Think of all the places you go and people you meet each week; co-workers, people at the local schools, church, fitness club, professional groups, the hairdresser or barber, dry cleaner etc. Just ask-they probably will donate.
 5. *Look for "multipliers:"* Look for ways to multiply your efforts and your friends' donations. Many companies offer Matching Gift programs. Take the "matching" idea and use it more broadly. A parent, grandparent, friend or local business might help by matching donations up to a certain amount as a challenge or incentive to other donors who know their gifts will be doubled.
 6. *Look locally:* Some restaurants support charitable causes by letting groups host promotions on premises or by donating a percentage of money a group spends back to the group.
 7. *Try something simple:* Put a large jar in your cubicle at work and everyday ask co-workers for their spare change. This can easily add up to \$500 or more in a month.
 8. *Just ask:* Many of us are intimidated by the idea of fundraising. Sometimes it can be as simple as asking. The worst that can happen is that someone says "no" or does not respond.
 9. *Get back to your donors:* Keep in touch with your donors and let them know how you did. Thank them for their contribution.
 10. *Pat yourself on the back:* Just remind yourself that no matter how small or large the amount of money you raise, you have done more than many others and that without your efforts, the cause would be that much less.