

# Fundraising Calendar

With many months available to you for fundraising, it's easy to procrastinate and "get to it tomorrow." Don't be that person! Fundraising for the Walk for Apraxia should be fun and fulfilling - not stressful. Give yourself plenty of time to fundraise by registering early and following some of the suggested fundraising methods. Check out this sample timeline to set yourself up for success!

## FIRST STEPS:

- Register yourself online at the [Walk for Apraxia](https://www.walkforapraxia.org) website. Click on your closest Walk location. If you have an Apraxia Star, don't forget to register them as well!
- Personalize your Participant Center by adding pictures and language that share your story.
- Set your fundraising goal - think BIG - and be the first person to donate to your campaign.
- Begin soliciting donations.

## 12 WEEKS OUT:

- Print the Walk for Apraxia Flyer and hang the flyer around your town. Visit your Walk's website to view and download the flyer for your location.
- Spread the word: Ask everyone you know to join your team or donate.
- If you haven't already, engage in one fundraising activity supported by Apraxia Kids – Point of Sale, Casual for a Cause, or create a Facebook fundraiser.
- If they haven't already, encourage friends, family, and supporters to register and join your team.

## 8 WEEKS OUT:

- Post on social media once a week promoting your fundraising. Review the Social Media Guide for more ideas on when to use email, Facebook, and Instagram.
- Provide updates to potential donors on fundraising goals and remind them to donate.
- Share the story of your Apraxia Star.
- If they haven't already, encourage friends, family, and supporters to register and join your team. Remind them the t-shirt deadline is quickly approaching and they need to register and raise \$50 before then to be guaranteed a Walk for Apraxia shirt on Walk Day.

## ONE MONTH OUT:

- Stay in touch with your donors- send them updates on your fundraising to date and ask them to share your campaign with their networks. You never know who has a connection to the cause and wants to help!
- Hold a last minute fundraiser such as a bake sale or car wash.
- Send out thank you notes to those who have already donated.
- Remind yourself of your goals and why your fundraising matters!

## ONE WEEK BEFORE:

- Head to your Walk location's website and Facebook event to check the most up-to-date details – parking, activities, snack options.
- Send out an email or post on social media to get your supporters and potential supporters excited about the big day! Share with them your Walk for Apraxia website and tell them details about the Walk and how they can meet up with you.
- Post on social media several times to share your excitement and solicit last minute donations.

## DAY OF THE WALK FOR APRAXIA:

- Enjoy the day! Walk and have fun with family, friends, and the apraxia community! Most importantly, celebrate the Apraxia Stars!

## AFTER THE WALK FOR APRAXIA:

- IMMEDIATELY AFTER WALK - Post a thank you on social media with a picture of your team on Walk day - don't forget to use the hashtag #walkforapraxia
- 2 TO 3 DAYS AFTER THE WALK - Send "thank you" emails or notes to your donors.
- 1 WEEK AFTER THE WALK - Send out via email and social media a final reminder letting people know how much fun you had at the Walk for Apraxia and that there's still time to give. Remind donors of your fundraising deadline on December 31st.