

4 Steps to Fundraising

Step 1 – Personalize

Now that you've decided to join in the fun, it's time to get loud and proud about the work you're doing on behalf of Apraxia Kids! Set the bar high and think BIG! Start by personalizing your Participant Center, where people will go to learn more and donate to your campaign. Upload a photo of yourself and include a few words about why Apraxia Kids and the Walk for Apraxia are important to you!

To customize Your Participant Center, Log-in and Click on “Edit My Page”:

- 1** Make It Personal. There is informational text available about the Walk for Apraxia in the editable section for your page, but nothing is more compelling than your own words. Write your story and add a photo to further personalize your mission.
- 2** Personalize your URL. Make your link simple and identifiable so that it's easy to share with your followers. Put the link in your emails, postcards, and notes you send out to make it easy for people to find you and donate.
- 3** Share Your Page. Share your page on social media to recruit more team members and raise more money by clicking on one of the social media icons on your page. For more information on how to use social media, check out our Social Media Guide.
- 4** Send Emails. Email templates are available in the resources tab on your Walk website or you can find them on your page by clicking “get support” and scrolling down to “email contacts.” Include your personal story, why you're raising money, why it's important to you, and where the money goes.

TIP: Be the first person to donate to your campaign. Participants who make their own personal contribution before asking for donations raise an average of **THREE TIMES** more money than those who don't.

Step 2 – Ask

Over the years, we've seen that our most successful fundraisers have one simple thing in common: they ask as many people as possible for support in very personal ways. Don't procrastinate! From the moment you register and complete Step One, ask everyone you know to donate to your fundraising page or join you as a team member.

- 1** Gather the contact information of the people you've identified as potential donors. We recommend starting with friends and family; current or former colleagues and classmates; donors who have supported you in the past; your professional, volunteer or religious network; and your social media connections. Print the "Who to Ask? Donor Worksheet" as a way to track donations.
- 2** Second, write out your first ask. An excellent fundraising email, note, or letter should address the following:
 - What is the Walk for Apraxia and where does the money go?
 - Why am I participating?
 - What is my fundraising commitment and how much progress have I made?
 - How can a donor support me?

TIP: Don't think of fundraising as just asking for money. You are an advocate for a great cause! Apraxia Kids provides education, advocacy, support, and research for thousands of kids, families, and professionals each year and we couldn't do it without you.

Step 3 – Remind

As you fundraise, you may encounter donors who pledge their support but forget to follow through. This is why it's so important to send reminders to those who have not yet donated to your fundraising campaign. Remember, you have until December 31st to meet your personal fundraising goal, so we suggest sending a final reminder as you approach that goal, even if it is after your Walk for Apraxia event. The timing will lend a sense of urgency to your request and allow you to share the story of what you have accomplished.

Step 4 – Thank

You're well on your way to reaching, and likely exceeding, your fundraising commitment. It's time to thank your donors. As time-consuming as it can be, nothing is more important than taking the time to say thank you to all of the people who supported you. Whether you create your own postcards or write a quick note electronically, always take the time to thank each of your donors.

