

FUNDRAISING TOOL: ASKING FOR SUPPORT

We've gathered many simple, innovative methods and strategies to ask for support:

- **Calendar:** begin by setting up your personal fundraising page. Next month, you can remind your friends and family that you're participating in the Walk to Fight Arthritis, and ask them for their support. Next month, ask your colleagues and professional networks. Later, ask your broader circle of contacts and everyone you know on Facebook. Then repeat this cycle one month later, and send out a final request the week before Walk day. Remember, the number one reason people give is because they were asked!
- **Corporate Matching:** ask your employer if they have a corporate matching program in place, where companies match dollars raised by employees for charitable causes. Request information from Human Resources about how your Walk fundraising can be matched. Click [here](#) to download a corporate matching form from our website.
- **Teamwork:** ask any groups you are a member of – whether a book club, a workplace, a cooking class, a daycare, an association, or a running room – to help you meet your fundraising goal. Give this group a specific challenge, or story, or incentive for inspiration, and update them as you get closer and closer to your target!



DO YOU HAVE ANY QUESTIONS OR IDEAS ABOUT FUNDRAISING FOR THE WALK TO FIGHT ARTHRITIS?

AWESOME! CONTACT US AT WALK@ARTHRITIS.CA OR CALL 855.825.9255 AND WE WOULD BE HAPPY TO HELP!

FUNDRAISING TOOL: ASKING FOR SUPPORT

We've gathered many simple, innovative methods and strategies to ask for support in-person, online, or through other channels:

- **Mobile application:** Download the Walk to Fight Arthritis Mobile App to fundraise on the go!
- **Facebook application:** Use Friendship Powered Fundraising to help you fundraise on Facebook! Create your own Facebook fundraising page, track your progress and collect donations. Click [here](#) to download our Social Media Toolkit.
- **Twitter posts:** Ask for support through regular Twitter updates. Here's a few tweets to get you started:
 - I need five friends to join my Walk team by Friday! Register today at www.walktofightarthritis.ca!
 - Help me reach my \$500 fundraising goal this weekend! Please donate today to support <who you are Walking for> living with arthritis (link to your personal page)
 - Join me at the Walk to Fight Arthritis on Sunday, June 8! Register at www.walktofightarthritis.ca!
 - If you have arthritis, help me help you! Support me and the Walk to Fight Arthritis on Sunday June 8. Visit www.walktofightarthritis.ca!



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FUNDRAISING 101

FUNDRAISING TOOL: WHO YOU CAN ASK FOR SUPPORT

Most people are surprised at just how many people they know and the resources they have! The best way to evaluate your contacts and connections is to make a “To Ask List”. Use the ideas below to create your list:

WHO: Is on our holiday card list? Do I write cheques to? Is in the medical profession? Owes me a favour? Do I work with? Does my partner work with? Have I done business with? Writes us letters? Plays sports with us? Is a school alumni? Is our favourite restaurant server? Goes to my health club? Is a member of my PTA?

WHO IS OUR: Mail carrier? Dentist? Doctor? Lawyer? Minister? Insurance agent? Delivery person? Child’s teacher? Realtor? Massage therapist? Personal trainer? Painter? Mover? School instructor? Banker? Babysitter? Pharmacist? Veterinarian? Dry cleaner? Optometrist? Photographer? Hair stylist? Repair person? Friend? Neighbour? Travel agent? Accountant? Gardener?

WHO SOLD US OUR: Computer? Appliances? Bicycles? Boat? Car? Office supplies?

RELATIVES: Parents; siblings; in-laws; nieces and nephews; cousins; aunts and uncles; grandparents; grand children; step children; step siblings.

WHO ELSE CAN YOU THINK OF?



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