



passion
for
children's

EXCLUSIVELY BENEFITING:



7 EASY STEPS TO FUNDRAISING

You have decided to participate as a **Passion for Children's** fundraiser, but don't know how you are going to raise the \$300 minimum pledge? We want to help! To get you started, we have outlined 7 basics steps in order to help ensure success:

- STEP 1:** Set a Personal Fundraising Goal
- STEP 2:** Educate yourself about Children's Medical Center
- STEP 3:** Outline your key talking points
- STEP 4:** Start Early and Create a Timeline
- STEP 5:** Outline Prospect List: Who are you going to target?
- STEP 6:** Be creative in your approach!
- STEP 7:** Don't Forget to Say Thanks!

If you take just 10 minutes and walk yourself through each step outlined above, you will have defined a target, know what to say, created a clear action plan, and get the most out of the fund-raising "work" you do more quickly.

STEP 1 SET A PERSONAL GOAL

To start, set a personal fund-raising goal. It is much easier to achieve success when you have established a specific target. Once you have set your goal, divide it by the number of days left until the November 15th deadline and make that your daily focus. This makes the overall goal more manageable and allows you to experience incremental success week by week. The minimum pledge is \$100, challenge yourself and set your goal **HIGHER THAN THE MINIMUM!**

STEP 2 EDUCATE YOURSELF

Learn as much as you can about Children's Medical Center, programs, patients and doctors before you begin your campaign. Children's is a special place that takes care of our society's most precious resources, our



Volunteers prepare for the TX TOUGH GRAND PRIX II in Victory Park.

children, when they are in their greatest time of need. Make yourself an expert. To learn more about Children's Medical Center visit the hospital's website at **childrens.com**.

STEP 3 OUTLINE SOME KEY TALKING POINTS

People generally do not have long attention spans. You will experience more success when you are able to tell your story and ask for a donation quickly. This requires you have a clear, concise message and are able to answer to questions quickly.

Taking time to create talking points and having them ready to use will give you more confidence. You won't have trouble articulating what you want to say or fumble with the right words when speaking because you will have already thought through your pitch. This makes asking for money easier and people are more likely to respond because they will be impressed with your message and feel compelled to donate.

One of the hardest, but most important, parts of fund-raising is the first few sentences you say or write. Those words or phrases

need to capture a person's attention and motivate them to make a donation. Carefully crafting what you're going to say and how you are going to respond will increase your success — and success is going to be what makes your individual fund-raising experience fun!

STEP 4 START EARLY AND CREATE A TIMELINE

Don't wait until the last possible minute to start fundraising! Your fundraising efforts need to start early. Waiting until September or October to start soliciting support can be discouraging. Give yourself plenty of time to accomplish your goal. This will make your fundraising experience more fun and give you more time to be creative!

STEP 5 CREATE A PROSPECT LIST

A vital step to successful fund-raising is knowing exactly who to target. Anyone could be a potential sponsor, but the thought of just soliciting everyone is overwhelming and not an efficient use of your time. Creating a list of specific groups of people as a starting

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point will help give your fund-raising campaign focus. Below is a short list of categories containing people you may come in contact with on a daily, weekly or monthly basis. Select one or two of the categories where you think you might have the most success and identify specific people in those categories you are going to contact.

FAMILY: Don't underestimate family! Your immediate or extended family could be some of your largest supporters. List all the family members you think might be willing to contribute — cousins, aunts, uncles, etc. Use this as an opportunity to update them on your life and the things you are involved with. Ask them for support!

FRIENDS: An obvious choice, your friends are also a great potential source of support. Think of all the people that you know. List childhood friends, high school, college and adult life friends. Use this as an opportunity to reconnect with people. Send at least one e-mail or letter to everyone on this list.

NEIGHBORS: Your neighbors may have seen you training, and you always need a reason to talk to your neighbors — ask them to get involved by supporting your campaign! Host a dinner, wine tasting/happy hour or backyard picnic at your home inviting all the neighbors you think might be willing to provide support. Tell them about the cause, why you are participating and how they can help.

SOCIAL/COMMUNITY GROUPS:

Approach groups you belong to — fraternities, sororities, recreational clubs, book clubs, volunteer organizations, church groups, etc. Ask for an opportunity to address the club or committee as an item on the groups meeting agenda to let other members know what you are doing, why and how they can help. Don't forget to include communicating your goal and provide updates on your progress. Sometimes people are more compelled to provide support when they hear and see about progress.

CO-WORKERS: Co-workers are one of your best potential sources of support. Send a short e-mail or invitation to those you work with outlining what you are doing and how they can help. You may also want to find out if your company has a donation-matching



Team PKU gets ready to participate in the Fun Run and Walk in the Cotton Bowl

program and take advantage of any support they are willing to provide. When speaking to co-workers, it is very important to keep your message delivery upbeat and not react negatively if someone is not interested.

SHOPS AND BUSINESSES: As a customer, you may spend a lot of money at local businesses you frequent; you should feel comfortable asking for their support. Make an appointment to speak to the manager or owner and request that he or she consider donating. You may also want to ask if they will hang up a poster or allow you to leave a donation jar supporting your campaign. Be sure to leave your contact information for those who might want to ask additional questions.

SERVICE PROVIDERS: Your physician, dentist, auto mechanic and hair stylist are all potential donors. Make sure you communicate to each of them what you are doing on your next visit. Ask them for support and make sure you provide updates on your campaign progress.

STEP 6 BE CREATIVE IN YOUR APPROACH

Don't settle for raising the minimum! Find

ways to engage people and get them involved in your campaign. When you ask people for money to support your campaign, give them something in return, allowing them to feel like they are a part of the effort to make a difference. For example, make a set of red paper balloons to give to co-workers or neighbors for their office or on their home. It is a way for them to be recognized by you for their contribution and visually show other employees or neighbors they are a supporting you.

STEP 7 DON'T FORGET TO SAY THANKS

As you ask people for donations be sure to keep an accurate list of who responds so you can say thanks! After you complete your fundraising goal, send out a letter or e-mail recapping the events and let your supporters know how much money you raised and the fun you had doing it! You may even want to consider creating a personal TOP 20 Donor list and recognize those individuals that had a significant impact on your fund-raising efforts. Before you know it, people will be calling you to make that list.