



Fundraising Steps for Success

Congratulations! You've taken the first step by signing up for the West Side Walk for Gilda's. Now it's time to start your fundraising efforts. **Remember, every dollar you raise stays in West Michigan and helps support free emotional healthcare for our community.**



GET THE BALL ROLLING- Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making a self-donation. When people see that you have contributed, they are more likely to get involved.



SET A GOAL- A goal provides you with something to strive for while fundraising. You can measure your success and progress toward your goal. Once you reach your goal, you can consider raising it!



ADD YOUR "WHY" TO THE ASK- Share your story and why you are participating. Your participation is personal and the request should be too. Share with your friends and family. Let them know why Gilda's Club is important to you. That's what they care about the most!



START WITH YOUR CLOSEST CONTACTS- A good rule of thumb is to start with your closest contacts because they are most likely to donate. Try sending out some quick personal messages to your inner circle to build up momentum.



SEND EMAILS- National averages show that one in 5 personal emails results in a donation. Don't be afraid to reach out to all of your contacts. Cancer and grief affect everyone, and many will respond and share how they have been personally affected as well. **Don't hesitate to send follow up emails.** Emails are easy to be overlooked. Use email to keep everyone up to date with your progress toward your goal.



USE SOCIAL MEDIA- Share your reason for participating on Facebook, Twitter, LinkedIn and other social media platforms. One of the best fundraising strategies for Facebook and Twitter is tagging and thanking people who have already donated while you are looking for new donations.



CHECK WRITING STILL WORKS- Participants who raise money both online and offline are more successful. Use your holiday card list and ask people to mail you a check. Consider hosting a bake sale or another type of fundraising event at your place of work. Next time someone offers to buy you lunch, suggest they give that money toward your walk participation instead.

Fundraising often takes a little creativity and persistence and it is vital to the Gilda's Club mission. We are grateful you have joined us in this effort. You are making a big difference in the lives of many. **THANK YOU!**