



Get Your First Donation: Tips for Fundraisers

1. Sometimes getting your first donation is the hardest. Making a self donation is a good way to kick start your fundraising. Your commitment to the cause will inspire others to take action!
2. Share your enthusiasm. Your energy and motivation will set an example for your donors. Let them know that you are passionate about the cause and that you need them to take action. Use statistics about Alzheimer's to help illustrate the problem.
3. What's your reason for walking? If you've been impacted by Alzheimer's, share your story. Make your ask for a donation personal.
4. Setting a goal is key. Everyone likes it when there is a clear, achievable goal in sight – and your donors are no exception. Be realistic when setting your goal, but don't be afraid to make it a stretch. Communicate your goal to your donors so they know where you stand in your efforts.
5. Sincere gratitude goes a long way. Even though your donors may be close friends or family, they will appreciate a thank-you. Update them post-Walk to share the event's fundraising total and your personal success.
6. Customize and maintain your Web page. Typically, participants who customize their fundraising website with a personal story and photo raise more money than those who don't. Use our participant toolkit to learn how to set up your site.
7. Every 69 seconds someone develops Alzheimer's disease. Use this statistic to convey urgency to your donors. "By the time you have finished reading this email, someone in America has developed Alzheimer's. "
8. Send an email to your entire address book with the line: "If each of you donates just \$10. I will reach my fundraising goal." This specific fundraising ask may motivate some to give.
9. Place a donation canister at your desk at work along with a poster about the Walk. You can even ask to place the canister at the reception desk so visitors can give.
10. Raffle off a gift card to a favorite local restaurant, coffee shop or local attraction at your next work meeting or family gathering "Every person who donates at least \$5 gets entered into a drawing for this gift card."