

# Fundraising Toolkit 2009

Use this guide to help you reach new fundraising goals for Walk MS 2009

## Checklist:

- Registered myself for Walk MS 2009 as Team Captain
- Contacted my 2008 Team Members to register for Walk MS 2009
- Updated my Personal Fundraising Website
  - \_ Uploaded new picture
  - \_ Updated fundraising goal
- Submitted request for brochures, posters and team progress chart
- Purchased Walk MS Yard Signs  
(\$3/each- for pickup only at National MS Society offices)
- Purchased Walk MS Donation Buckets  
(\$2/each-pickup only)
- Planned Team Fundraiser
- Contacted the National MS Society to setup a company presentation

## GOAL SPREADSHEET:

- ◆ # of Walkers on 2008 Team: \_\_\_\_\_  
Team Size (multiply)
  - Less than 4 X 2
  - 5-10 members X 1.75
  - 10-20 members X 1.50
  - 20+ members X 1.25
- ◆ Goal for Walkers in 2009: \_\_\_\_\_  
Take total and multiply by X \$225  
(in 2008 our average walker raised over \$225)
- ◆ Team Goal for 2009: \_\_\_\_\_

If your 2008 Team Fundraising amount is **higher** than the above amount, then please take your 2008 total and multiply by 1.25. Enter amount here: \_\_\_\_\_

Take 2009 Team Goal and divide by your  
2009 Walker Total:

\$ \_\_\_\_\_ /per person goal

Share your goal with your team and work hard to exceed them!  
Fundraising is a TEAM EFFORT!



Walk to create  
a world free of MS

## Questions ? Suggestions? Ideas?

If you have questions or ideas for new fundraisers, please contact  
Matt Faulkner  
Walk MS Team Coordinator  
614-515-4629  
matt.faulkner@nmssoha.org  
You can also visit us 24/7 at  
www.MSohiobuckeye.org.

# Successful Fundraising Methods

## Publicize!

- The National MS Society provides you with great tools to publicize your fundraising efforts. Request event posters and brochures to display at work, at school, at your place of worship, at the gym, at local businesses, etc (Bathroom stalls are great ways to reach a captive audience!).
- Talk to the media. Send local newspaper, radio stations and TV stations information about the MS Society and your team. If your team has a unique story, the more likely you will be featured in the media.
- Create a Team Jersey, Bumper Sticker, coffee mug, etc and display them proudly.

## Simple ways to promote your fundraising (FOR FREE!)

- Include your personal fundraising site in your email signature. Keep a tally of how much money you have collected and how much you have left to reach your goal.
- MySpace.com and Facebook.com. Include information in your profile about your event and fundraiser. Send messages to your friends asking them to donate!
- Change your voicemail message to include information about your fundraising.
- EMAILS! Use the tools in your participant center to send emails and thank your donors.

**...and most importantly,**  
**THANK EVERYONE THAT DONATED TO YOU!**  
Every donation (large or small) deserves acknowledgement. Be sure to send thank you notes and follow-up phone calls with every donation.

## Hold an Event!

- Local restaurants and bars can be great locations for a fundraising event.
- Max & Erma's, City Barbeque, and other casual dining restaurants feature fundraising nights for non-profit groups to raise money.
- Shopping Malls often rent out kiosk space for little to no charge for non-profit groups.
- Many groceries and superstores (Walmart, Target, etc) will allow you to distribute information and solicit donations outside of their locations. Be sure to gain permission from the store manager.
- Organize your own event at unique venue. Hold a silent auction, host a party or simply walk around asking for donations. The opportunities are endless when you host your own event.

## Letter-Writing Campaign

- Simple pen and paper letters can boost your fundraising efforts. For new teams, set a goal to mail out **25-50 letters** a month asking for donations.
- Include a pre-addressed envelope for ease in sending donations
- Personalize your letters with photos and a unique story to engage your recipients. The more comfortable someone feels with you and the MS Society, the more likely they are to give.