

## YOUR FUNDRAISING GUIDE

Congratulations on accepting the challenge ahead and for making the commitment to help those served by Compassionate Care ALS (CCALS) through your fundraising and awareness efforts in the Falmouth Road Race (FRR).

We are here to support you every step of the way and have several resources to help you get started with your fundraising efforts.

### **Fundraising Guide**

#### *Fundraising Topics*

- **Fundamental Secret (p. 2--3)**
- **Strategy (p. 4-5)**
- **Planning (p. 5)**
- **Reaching Out to Your Community (p.6)**
- **Fundraising Ideas (p. 7)**
- **Sample Letters (p. 8-12)**

This guide is full of topics designed to help you think about fundraising for the Run. First, we want to give you the one **fundamental secret** to keep in mind for all your fundraising efforts. The pages on **strategy** help you look at your resources and design an overall approach preparing you for the section on **planning**. Since your most important resource is the people you know, using the **reaching out to your community** information will help expand your list of contacts. We have also included a set of **fundraising ideas** and fundraising tactics to help you meet your goals.

Finally, we have provided some **sample letters** for e-mail and letter campaigns that will help you get started in sharing your story and raising funds to support the mission of Compassionate Care ALS. We hope you find this information helpful for your efforts.

Please be sure to remind potential donors that donations to Compassionate Care ALS are tax deductible to the extent allowable by law. They are a charitable organization under Section 501(c)(3) of the Internal Revenue Code.

Thank you for the challenge you're taking on for those served by Compassionate Care ALS. Money raised through your fundraising efforts supports important services for ALS patients and their families and caregivers!

### **Participant Web Pages for Individuals or Teams**

The Participant web pages are a great resource for you to use throughout your fundraising efforts. Each Participant web page includes:

- Area for you and your team to post a personal message about your involvement
- Online donation section for your friends and family to easily contribute directly to your effort
- Comments section for your donors & supporters to share thoughts and words of encouragement
- The option of placing a photo on your web page

We encourage you to use your web page to invite friends and family to sponsor you and to learn more about your involvement with CCALS.

## The Fundamental Secret

Fundraising, if you haven't ever done it, can seem daunting, but there are successful fundraisers all around you. In previous years, many dedicated individuals just like you have raised thousands of dollars for CCALS. Many have far exceeded their initial goals and surprised themselves with how easy it was to raise funds and have come back repeatedly raising even more.

There is a secret to successful fundraising. It is not a trick, a technique, or method. Successful fundraisers all know one very important thing that makes all of the difference.

Here it is:

It's a very *personal* thing.

There is no substitute to reaching out to someone and asking him or her for their support. Personal letters, e-mails and phone calls are a great way to introduce your efforts to your friends and family. Meeting someone face to face is also a very effective way of asking for support. You can start off by saying, "I'm participating in this great race, it is important to me because...and I am asking for your help". Keeping your fundraising efforts personal is as good as it gets - it's the way money gets raised.

So now you know the deep secret that all successful fundraisers know. Everything else, all of your strategizing and planning, is merely determining how to get face to face with the people who can help you.

### **Working on Yourself**

Now, the above "secret" may not seem all that helpful to you - particularly if you're feeling a bit nervous about sitting down and asking for donations in the first place. If you are feeling uncomfortable about asking for money, know that you are not alone. We recommend that you take some time to work on yourself - to get mentally and emotionally ready to ask. While there are no "techniques" or gimmicks to help in this, there are a few simple ways of getting started.

**Focus on the cause.** It is far easier to ask for support for the work of CCALS than it is to ask people to pay for your participation in the FRR. You may feel as if that's what you're doing, but the fact is that this event and the funds raised are absolutely vital to CCALS. Our fundraising in partnership with the FRR has raised tens of thousands of dollars each year. Thinking of yourself as a fundraiser on an important mission first and as a team member/leader second will make the process much easier.

**Develop your commitment.** The most important "tool" at your disposal is your own commitment to and excitement about what you're doing. It's much easier to ask for donations for a cause you believe in. People who have a direct experience and understanding of ALS will have an immediate and very personal interest in raising funds for CCALS. If you don't have a personal experience with ALS, it is still very possible to understand and communicate the importance of the work of CCALS. Learn all you can about ALS and how the programs services provided by CCALS are dedicated to helping everyone affected by this devastating disease. To learn more, visit [www.compassionatecareals.org](http://www.compassionatecareals.org).

**Start with people you know.** A personal "ask" starts with a personal connection. Generally you'll find it easier to talk with people you already know and will have a greater likelihood of success - just the fact that you asked will make them want to help. The vast majority of the contributions to CCALS come from individuals. Statistically your chances of success are much greater with individuals that you know personally. In the pages on **Reaching Out to Your Community** we show you how to improve your chances of success with people you don't know well.

**Set a realistic goal.** It helps to have something you're reaching for, but it also helps to have a goal you can accomplish. Setting a challenging but accomplishable goal will help you move forward and give you a good talking point when you ask for donations. "I'm going to raise \$2,000 for Compassionate Care ALS by running in the Falmouth Road Race" is a pretty wonderful start to a conversation about what you're

doing and why. Once you set a goal, practice saying what it is. Make a brief sentence, such as the one above, and practice saying it until it comes naturally. Don't be afraid to say, exactly, in dollars, how much you want to raise.

### **Here are some ideas for you to consider when approaching people for donations or support:**

- First, ask yourself why you give to others – once you identify the reasons that have motivated you to give, you will gain an understanding into why others will want to give to you.
- Your job is to help your potential donor feel good about helping your fundraising effort – focus on selling the benefits to your potential donors.
- Get past that feeling that you're asking for something for yourself.
- Do not fear getting a 'no'. It is not a personal rejection, every sales person gets 'no's. Simply move on to the next person. Selling or canvassing can be seen as a numbers game, you will get so many 'no's to every 'yes'.
- Treat your donors as you would like to be treated and focus on building a good relationship with them.
- Create a rap sheet for yourself. A rap sheet is similar to a script that you can use to guide you through your conversations. It helps to have the information you need to convey in front of you, especially if your mind goes blank.
- Practice makes perfect. Practice your pitch in front of friends, family and other members - you owe it to yourself and your potential donors.
- Set goals - goals are a guide, a way of setting out your expectations, and these guides will aid in your success by keeping you on track.
- Have good communication with your donor. Be able to present your story, but also be prepared to be a good listener.
- Stay authentic– the ability to communicate clearly, honestly, and with enthusiasm warms people to your cause.

## Strategy

Any campaign starts with a strategy: What's your overall approach to reaching your goal going to be? And what is your primary resource for doing this? Raising the money you have set out to raise is something you can do. Each person is different and has different resources available to them within their community. Therefore, each approach will be unique.

Here are three ways that three people established as their approach for reaching their fundraising goal:

- An 18-year-old high school senior figured that his strongest resources were his time and his passion for helping. He knew that with summer being in full swing many people in his community would need help with their yards. He created a flyer that stated he was willing to work for donations in support of CCALS. He also used his participant web page to recruit friends to donate their time and help him reach his fundraising goal. Everyday he and the other students who decided to get involved spent several hours helping neighbors clean up their lawns. He raised considerably more than his initial goal and was also able to generate some great awareness within his community about ALS.
- A businesswoman started her efforts with this thought; "I know a lot of people and I believe that if I ask each of them to give me \$50, they will." Her next steps were to generate her list of contacts, create her personal Participant web page and letter, and establish a goal date to send her letter/e-mail to her contacts. Her fundraising went remarkably well and she was able to provide her donors with updates on her fundraising success and also convey her appreciation through her participant web page, before and after the event.
- A store manager figured his vendors were his best resource. He does thousands of dollars worth of business with these folks, so he went to them and explained what he was doing and why and asked them for a tax-deductible contribution to support his fundraising efforts. To show his appreciation, he made a large sign for his store window thanking all of the generous people and companies that contributed to CCALS.

The point we are trying to make here is that **anyone** can do this. As you determine which way you will go about raising funds, you will want to look at the resources available to you.

**Contacts.** Your major resource is the list of people you know. Friends, family, coworkers - people you know who are willing to help you. The amount your family, friends, and coworkers give will depend on their circumstances, but give everyone close to you a chance to contribute to your efforts. Some will give a little, some may give do a lot, but in the end all will be glad you asked.

**Time.** You may feel that you don't have a long list of donors who can help you out. Remember the 18-year-old who did yard work for donations and exceeded his fundraising goal? If you don't know a few people who can give you \$100, then maybe you can find a way to meet a lot of people who will give you \$5. You can plan a small fundraising activity that brings a lot of people together, or coupled with a special skill (see below), time can turn into money.

**Skills.** Unique fundraising opportunities come from using your special skills. Use either your work or hobby skills to do special things for people in exchange for a donation. Cooking, sewing, carpentry, artistic skills can turn into donations. You can either do work in exchange for donations directly, or leverage your time by raffling or auctioning off your time and skill.

**Associations and Organizations.** In some cases, the organizations you belong to may be a good source of people who will help you. Service clubs, religious, labor, and professional organizations are all possibilities. One fundraiser we know of was struggling until she turned to members of her church. Her efforts were published in the monthly newsletter and then she began contacting people individually.

**Customers and Vendors.** Depending on the business you are in, you may have relationships with customers and vendors that can prove useful. We already talked about the store manager that talked with his suppliers. We also know of a restaurant owner who put up a sign near the door of his restaurant explaining what he was doing along with a jar for customers' contributions. He proved to be his event's top fundraiser.

**Matching Gifts.** Many companies match the gifts their employees make to charitable organizations, and some match the donations their employees raise as well. Try to find out if one of your donors works for one, and ask them to be sure to submit the paperwork to have their gift matched. Human Resources offices are usually the place to go for information.

**Corporations.** Corporations do give a lot of money to charitable causes and if you can make the right contacts, it's possible to do your fundraising in "big chunks" through corporate giving. The thing is, if you just ask the "corporation" it's easy for the "corporation" to say no. But if you have a way of making it more personal then your chances improve. If you have or can develop a personal relationship with someone in the corporation who can effectively make the decision to contribute to your efforts, then that is well worth pursuing. Remember the fundamental secret: asking for money is a very personal thing.

You may not have all of these resources available, but the first step as you get started is to inventory the strategic resources you DO have. As you go through this list and add to it, begin to flesh each category out fully. Put down the actual names of your personal contacts. List the ways you might best use your time. Select your strongest area by deciding which is most likely to help you reach your goal.

## Planning

Whether your goal is \$1,500 or \$5,000, you will want to outline the steps you will need to take to get you to your goal. Once you know these, the whole task will look less daunting and you will be able to focus on moving forward.

Setting out a simple plan that maps the steps you will take, and roughly when you will take them, will prove to be a very helpful thing to do in several ways. First, it breaks the task up into manageable chunks. Looking at the whole task of raising money may seem overwhelming, no matter what your goal. But simply drafting a letter or email is something you can accomplish immediately. When you get bogged down and begin to feel a bit lost or unfocused, you can go to your plan and identify what you need to do to get started again.

Once you decide which of your resources are likely to be most helpful to your fundraising efforts, then decide specifically how you will go about working with each. A letter or email to your contact list followed by a phone call? Perhaps hosting a small dinner party? Don't forget to outline when you will write the letter or when will you begin making phone calls – or who will you invite to your dinner party and when will you host this event.

If making a tight written plan with steps spelled out and deadlines works best for you, then by all means make one. If you're more of a "scrap paper planner", that will work as well. So long as, at any point in time, you know what your next step is, you've got the plan you need. Here is a rough outline to help you establish your plan:

### Planning Outline

1. **Strategic Resource**
2. **Steps** required to utilize the resource
3. **Timeline** - when will each step be accomplished
4. **Who is responsible?** (If you're going to depend on someone else to do something, then the first step is asking them to do it.)

## Reaching Out to Your Community

The first and most important resource you have is your list of personal contacts. While we noted that everyone would approach fundraising with a different strategy, everyone should begin with his or her list of personal contacts. Your personal contacts, friends, family members, co-workers and neighbors should be the first people you ask for a contribution for your fundraising efforts. However, don't stop there. Once you have explained what you are doing and received their commitment of help, go on and ask for their help in introducing you to other contacts.

The key to getting help is to ask. So as you meet with those closest to you and ask for donations, also ask for their help. The help they give you can come in a variety of forms.

**Names.** They can give you names of other people they know who might be willing to help. It will help further if they are willing to have you use their name when you contact the people they suggest.

**Make Introductions.** They may be willing to go with you and introduce you to people who can help.

**Solicit.** They may be willing to become fundraisers for you. If they do, be sure to give them the information and materials they will need.

Professional fundraisers and marketers refer to this as "warming up the call." A "cold call" is a contact with someone you don't know. An example of this would be to just take random names from the phone directory and call them. At the other extreme is someone such as your lifelong best friend or your mother - someone who knows you and wants you to succeed. The warmer the call - the more personal the relationship - the more likely it will succeed. That is, the more likely they are to say "yes". So asking those close to you to help you warm up your calls may be an important tactic for you.

We mentioned earlier that we would talk about how to improve your chances in the arena of raising corporate donations. The only way to have a "personal" relationship with an impersonal corporation is to have a relationship with the right individual at the corporation. You may not have one in the onset of your plan, but look through your contact list and see if someone you know can help you with this through by making an introduction. Here are some helpful guidelines to help you with this process.

- Ask your own contact to come with you as you make the call and have a brief conversation about how the meeting should go. What's the best time to meet? Where? How should the introduction go? Who should do the "ask"?
- If your personal contact isn't willing or able to actually go along to make an introduction, ask them to call ahead for you or to get on a conference call and make the introduction over the phone.
- In some cases all they may be able to do is give you a name, in which case, ask if it's ok to use their name when you call the prospect. "Mr. Smith, my name is Jane Brown. Mike Jones suggested I call you...." But never use someone's name without first getting their permission.
- Be clear what you are asking the new contact to do. Do you want them to make a personal donation? Help you understand their company's policies on charitable giving? Introduce you to someone else? Again, a good conversation with the person who gives you the name will help you know what this person can do for you and therefore what to ask for.

## Specific Ideas

We encourage you to use your own style, creativity and inventiveness as you develop your fundraising ideas. We have listed a sampling of ideas below to help you get started. *Remember the best idea is the one you think up and have faith in.*

**In the Name Of.** One thing we have observed over the years is that people who have a specific person they are dedicating their Run participation to are more successful fundraisers. By dedicating your efforts, that is Running "in honor of" or "in memory of", a specific individual, you personalize and add meaning to the fundraising for both yourself and your donors. Take a picture of the person with you. Write a short biography of the person and hand it to perspective donors. Tell the person's story in your fundraising letters.

**Service Clubs.** See if you can get "adopted" by a local service club. Even if you're not a member, find the program chair of a local Kiwanis, Rotary, Lions Club or other service organization and offer to give a program at one of their meetings on CCALS and your efforts. Ask for both individual donations from members and a donation from the club itself. Also ask members for help from other contacts they may have.

**At Work.** Put up a sign or poster in the break or lunchroom where you work and encourage your coworkers to make a donation. Put up a graph or donations thermometer that shows your progress. Post an "Honor Roll" with the list of your coworkers who make contributions. (Important Note: there may be ethical issues raised here and you should be sure to clear what you're doing with your employer.)

**Auctions and Raffles.** Many merchants and retail business people find it easier to give merchandise or services in place of cash. These donations can be turned into cash by auctioning or raffling them. It's also possible to auction or raffle your own time and talents. You don't have to be an artist, offer to make dinner, clean houses, wash windows or weed gardens.

**Publicity.** Publicize your efforts in every way you can. Local newspapers are frequently looking for human interest stories and service club, church and union newsletters are good places to have your efforts publicized. News articles will help build awareness of your efforts.

**Sales.** Anyone who has had a garage sale knows it's amazing what people will buy. Ask friends and neighbors for donations of items they don't need or baked goods. Some participants have raised \$1,000 and more in a single weekend selling donated "stuff" at a garage sale.

**Parties.** Use donated food and prizes and invite friends to attend your fundraising party. Make it fun, but also educational with a presentation on CCALS's programs. One way of leveraging your own contact list is to ask a small set of your close friends to commit to bringing several friends each. If you know the owner of a restaurant, see if they will open their doors to hold your party at their establishment.

**Chocolate.** One participant purchased candy bars at Costco, took them to work and wrapped each in a letter and sponsorship form. She put them out in the lunchroom and let her coworkers' chocolate cravings work their magic.

**Use T-Shirts.** Have donors sign a t-shirt or sweatshirt you will wear on the day of the Run or design a special t-shirt to give to donors who make significant contributions. (Remember, however, that Compassionate Care ALS logos are trademarked, so if you're going to use them, be sure to talk with us about it and have us review your design).

As you begin to plan your fundraising activity, please feel free to contact us at [ron@ccals.org](mailto:ron@ccals.org) so we can provide our services and help you.

**We are here to support you every step of the way!**

## Sample Letters

Below are some letters that have been used successfully in past fundraising efforts. Use them to give you ideas about how to start, but we urge you to be yourself and offer a personal touch to your letters. Tell your own story and write in your own words. It is more effective to sincerely say what matters to you than to say it perfectly.

Sample letters:

### **Fundraising Letter #1**

On August 17, 2014, I will be participating in the Falmouth Road Race for Compassionate Care ALS. It is one of the top road races in the US and is a great way to make a difference in the fight against ALS. I have made the commitment to not only participate/run in the race, but have set a personal challenge to raise more than \$1,000 to benefit those affected by ALS. I am writing to invite you to help me meet my goal.

I am running in honor of my dad who was diagnosed with ALS in 2011. Many of you have known my dad for years and know what an incredible person he is. His spirits are as high as they have always been and of course, he is still reminding everyone to enjoy the beautiful everyday things in life. He says his strength comes from all the love that he has received over his 51 years from his remarkable friends and family.

Money raised through the FRR helps to support services for more local patients and families living with ALS, better known as Lou Gehrig's disease.

Please visit my participant web page at <http://falmouth.ccals.org> and consider making a contribution to my fundraising goal. Once on the web site, click on "Support a Participant" and look for my name. You can make an on-line contribution here, or you may send your contribution in the form of a check made out to Compassionate Care ALS and send to (insert personal address).

My family and I are grateful for any support you are able to give.

Kindest regards,

Jane Smith

## **Fundraising Letter #2 – Letter from a Relative of person with ALS**

Dear Friends and Family –

Greetings! I'm writing to share some pretty exciting news. . . I recently committed to participating in a 7 mile road race on August 17, 2014, in support of Compassionate Care ALS - and I want to invite you to come along! In spirit, that is.

Running 7 miles can be a difficult challenge, but I have also created a personal challenge to raise \$1,000 on behalf of Compassionate Care ALS. ALS is more commonly referred to as Lou Gehrig's Disease. It's a fatal neurological disorder characterized by progressive deterioration of the motor cells in the spinal cord and brain. There is no known cure at this time.

I am participating in this event for my brother-in-law, Brad, who was diagnosed with ALS in 2002. He and my sister Anna and their twin daughters, Grace and Abigail, are as courageous and loving as any family I have ever known. My motivation for my running and reaching my fundraising goal comes from them. I have shared more about their story on my participant page that can be found at <http://falmouth.compassionatecareals.org>. Once on the web site, click on Support a Participant and search for my name.

I invite you to sponsor me and help Compassionate Care ALS. I'm so thrilled to be participating in this wonderful event, but as is true with so many things that are really worth doing, this can't be a solo effort! I need your support!

Please express your support in one or more of the following ways:

- Send a tax-deductible donation, made out to Compassionate Care ALS to me at: (your name & address) Deadline: (your deadline date)
- Make a secure contribution online at <http://falmouth.ccals.org> – look for my name under the “support a participant” page
- Help me spread the word about what I'm doing - mention the race to 3 friends and ask if they'd be interested in sponsoring me. Wait, make that 5 friends! More info on the race is at <http://falmouth.ccals.org>. Join me at the race if you want – the more the merrier!
- Many companies match their employees' charitable giving - ask your employer to match your gift!

It's a little scary taking on a challenge like this, but knowing you're there with me will make it a lot easier. I thank you in advance for believing in this effort and in the important work of Compassionate Care ALS- and I thank you for offering whatever support you can!

Thank you,

Jane Smith

### **Fundraising Letter #3 – Generic Letter**

Dear Friends,

I am excited to announce that I am participating in the Falmouth Road Race to benefit Compassionate Care ALS on **August 17, 2014**. I will be tackling this 7 mile run to raise funds and awareness for the fight against ALS (Amyotrophic Lateral Sclerosis), more commonly known as Lou Gehrig's Disease, and am writing to ask for your support.

In order to reach my fundraising goal, I need the help of individuals like you to help sponsor me in my endeavor. Rather than participating in the FRR solely for a day of exercise and fun, I have pledged to raise \$\_\_\_\_\_ to help aid Compassionate Care ALS. Money raised helps to support direct services for more than 75 local patients and families living with ALS.

Any amount of contribution would be greatly appreciated. You can sponsor me in whichever format is most convenient for you - cash, check (made payable to Compassionate Care ALS), or credit card. Secure donations can be made online at <http://falmouth.ccals.org>. Just click on the "support a participant" link, then look for my name.

Thank you in advance for all of your support and generosity. I am overjoyed to share my excitement while embarking on this adventure, and realize that I could not do this without your help.

Sincerely,

Jane Smith

**Fundraising Letter #4 – Letter from a Relative of a Person with ALS**

Dear Friend,

As you know, my mom passed away last summer from ALS. I miss her terribly, but I am so grateful for her life and our cherished memories. To honor her beautiful memory, I am participating in a fundraiser for Compassionate Care ALS.

My fundraising goal is \$\_\_\_\_\_ and I am hopeful that through the support of family and friends like yourself, I will be able to reach this goal. Anything you'd like to donate will help.

Please make your check payable to Compassionate Care ALS. You may also make a secure contribution online on my Participant page at <http://falmouth.ccals.org> – then click on “Support a participant” and look for my name. The participant page I have made is in honor of my mom – you will be able to see pictures of us on there and read more about why I am determined to help Compassionate Care ALS. And remember, your donation is tax-deductible.

Would you like to know more about the race? Visit our run web site at <http://falmouth.ccals.org>. Want to learn more about Compassionate Care ALS? Visit their web site at <http://falmouth.ccals.org>.

Thank you in advance for any support you are able to give.

Happy trails!

Jane Smith

**Fundraising Letter #5 – Letter from an ALS Patient**

Dear Friend:

On behalf of my family and all of the other families whose life is improved by Compassionate Care ALS, we are asking for your help.

I am an ALS (Amyotrophic Lateral Sclerosis) patient diagnosed two years ago. ALS, also known as Lou Gehrig's Disease, is a fatal neuromuscular disease, which attacks the motor neurons making even the simplest movements of running, speaking and gesturing nearly impossible. ALS attacks its victims at random. At this time, the cause is not known. In addition, there is no cure.

I can think of no better cause than running to support those living with this disease, and to better not only their lives but the lives of their families by providing daily resources through CCALS.

Will you consider sponsoring me at any level as I "run" in my wheelchair alongside my family in the 2014 Falmouth Road Race? Your donation will help me and many other victims fighting ALS.

I'll be running for you!

Thank you for your support.

Sincerely,

Jane Smith