

# The Hall Steps Foundation Fundraising Guide

Congratulations on joining The Hall Steps Foundation team! Running a marathon can be a life-changing experience and in joining forces with Steps, your efforts will also be a life-saving experience.

The money raised for each race will be used to fund international and domestic efforts to tackle the structural causes of poverty. While each runner's individual fundraising goals and methods may vary, following the tips in this guide will help give you a running start. We are very grateful for your support -- good luck with reaching and exceeding your running and fundraising goals!

## Tips on Conducting a Successful Fundraising Campaign

### **Become a Spokesperson for the Cause.**

- You will receive a lot of questions about the Steps Foundation and who it benefits. Make sure you know the answer. Familiarize yourself with our cause so that you can recite it on cue: <http://thestepsfoundation.org/cause/>

### **Goal-Setting**

- Don't be afraid to set a marathon-sized fundraising goal. Fighting poverty is a marathon effort and it's going to take all we've got to make an impact. People will respect your commitment.
- Choosing a target fundraising goal: Some runners like **round numbers**, like \$3,500 which is clear and concise. Others attach a **theme to their goal**, like honoring the distance of their race by setting a goal of \$2,620 – or \$100 a mile – for marathons; \$3,000 for a triathlon or, if you're up for a good challenge, \$5k for a 5k race.

### **Build Your Plan**

- Start early! Develop a **list of potential donors** and how much you will ask each person. See below for suggested amounts:
  - The best place to start is with your cell phone and e-mail contact lists.
  - Whose birthdays do you pay attention to among your facebook friends?
  - Who is on your holiday card list?
  - To whom have you donated in the past?
  - What about those **you do business with**: Physicians, physical therapists, massage therapists, chiropractors, dentists, bankers, brokers, real estate or insurance agents, car dealerships, dry cleaners, shoe stores or hair stylists?

### **Online Fundraising**

- The fastest, easiest and most secure way to raise money is online. You can manage your solicitations, track your donations and thank those donors quickly and easily.
- Set up your profile on our Steps Foundation website and personalize your profile with a photo and short story of why it is important to raise money for the foundation

 **Tip #1:** The No. 1 reason people donate is very simply because they are asked!

 **Tip #2:** Make it easy – put the link to your fundraising website on everything.

### **Donation Requests**

- Add your **personal touches** to e-mails or letters before sending to friends and family. People are much more likely to respond to a personal and passionate story.
- Consider making separate distribution lists for different groups. Business contacts should be more formal, but you can have fun reaching out to friends and family. Check out the sample letters sent along with this guide.
- You may want to copy the e-mail addresses in the BCC field – not everyone is comfortable with their personal address being broadcast out, especially public figures and mobsters.
- Suggest people give a specific amount – if you don't ask for it, you won't get it.
- This Internet thing is catching on! Social networks are here to stay, so post a link to your donation page on Facebook, Myspace, Twitter, Dailymile, Athlinks and whatever other social networks you use. You'll be amazed when your high school lab partner or someone you met at a conference will make a donation.

### **Make It Easy**

- The easier you make it to donate, the more quickly you'll hit your goal. Be sure to include a link to your fundraising page – and double-check the link to make sure it works properly.
- Encourage people to donate right away. Many of the people on your list will want to support you and absolutely mean to, but sometimes our requests get buried in their e-mail inbox.

### **You Can Ask In Person Too**

- Think about when you'll be out and about for face-to-face opportunities. Are there potential supporters at the gym or soccer field, at church, a business or track club meeting?
- It can be helpful to make printout with your website information or you can follow-up with a link in an e-mail. Make it easy for people to give.

### **Follow-up**

- Most of your contacts will be thrilled to hear about your journey, so send regular e-mails with updates on your training – better yet, make a blog and e-mail the link periodically. You can expand on what you're doing and why – make it personal. Make it passionate.
- There is an art in the balance between informing people and annoying them. E-mail your contact or distribution lists once a week. Race week is different, however, so e-mail one week out, five days out, two days out and the night before, if possible.

### **Show Gratitude**

- You can never thank someone enough. We are working on getting out e-mail notifications as soon as someone donates to your page. Until then, please check your profile for new donors regularly. Make sure to send a quick but personal thank-you note or e-mail right away.
- When you're done with the race, send out a wrap-up e-mail or post one on your blog to update people on how it went with some personal, comic anecdotes.
- Consider hosting a victory party to celebrate with those who donated.

 **Tip #3:** Everyone loves a winner: use positive language and never seem desperate or apologetic in your requests for donations.

 **Tip #4:** Have fun! Your enthusiasm to fundraise will show and inspire others to help your cause.

## How to Raise \$2,620 – Your Roadmap to Success

5 Steps to Reaching Your Fundraising Goal	
 Show your commitment and contribute yourself	\$131
 Ask a friend or family member to match your own donation	\$131
 Identify 10 friends or family members who can contribute the amount you do (\$131)	\$1,310
 Identify 20 friends or family members who can donate marathon amounts (\$26.2)	\$524
 Identify 10 friends can donate ultra marathon amounts (\$26.2 x 2 = \$52.4)?	\$524
<b>TOTAL</b>	<b>\$2,620</b>

### Going the Extra Mile

-  Post on Facebook – you’ll be surprised at the outcomes, we promise.
-  Ask everyone in a club or organization to donate.
-  Send a letter to your birthday party or holiday card mailing list.
-  Ask people who have asked you to donate to their causes in the past.
-  Ask your physician, physical therapist, chiropractor, local sports store, or insurance agent, etc.
-  Ask your boss or co-workers for support.

### A few final tips:

-  Make your request personal and passionate.
-  Coincide your first email to be sent out around the time your training starts.
-  The first email should be the longest; it is straight forward, talk about why you’re running, talk about the cause, talk about all of your goals.
-  Your follow-up emails should be shorter, talk about how your training is going, try to include a great anecdote if you have one to share.
-  In your email updates use words like “we and us”. Remember, your supporters are apart of our journey as well!
-  Remember, include your profile link multiple times in your email.
-  **The best time to ask for donations is on a Friday.**
-  The second best time to ask is a Wednesday morning.
-  Ask them to donate now! Most people want to donate, they just forget to.
-  Do not get detailed into your training, remind them if they want to follow along you are updating your training on your Steps profile.
-  Any specific questions or for additional help please email our team coordinator [Jay@TheStepsFoundation.org](mailto:Jay@TheStepsFoundation.org)