

CREATE A WINNING FUNDRAISING STRATEGY:

Your *Story* Matters

The perfect fundraising plan starts with your story, your motivation, and the unique perspective only you can bring to raising funds through Walk for Hope, benefiting City of Hope and the fight to end cancer for all.

- 1) Update your fundraising page
- 2) Set a meaningful goal
- 3) Craft an ask that connects with your “why”
- 4) Ask everyone
- 5) Ask for a specific amount
- 6) Use a variety of ways to fundraise
- 7) Follow-up (more than once)
- 8) Give thanks

Set Your *Goals*

- **Establish how much you want to raise:** Use your reason for participating and supporting the cause to set your fundraising goal.
- **Tie the amount back to your why:** This makes it easier for people to feel connected to why you participate.
- **Be flexible:** When you reach your goal, change it so others who haven't donated yet still feel inspired to give!
- **Use the next page to write your goal.**

Share Your *Why*

- Donors are more likely to give when they understand why a cause matters to you.
- Share your personal connection to Walk for Hope, City of Hope, or the fight against cancer.
- Be specific and authentic—your story can inspire others to take action.
- **Use the next page to write out your why.**

Who to *Ask*

- Your donor list should include everyone you know.
- The more people you ask, the more money you will raise, so cast a wide net.
- Consider adding businesses you frequent. For example: people like your dentist, your doctor and even the person who cuts your hair!
- **Use the next page to start your potential donor list.**

How to *Ask*

- How will you fundraise?
- A successful fundraising strategy must include multiple ways in which you will ask for money. Do not rely only on social media algorithms.
- Consider a group email, individual email, group text, individual text, an in-person conversation, social media, or hosting an event.
- **Use the next page to commit to at least two ways to fundraise.**

Follow *Up*

- For most fundraisers, you will receive more donations from your follow-up outreach than from your initial ask.
- If you don't follow up, you're leaving money on the table.
- Do a final ask the day before your event.
- **Use the next page to identify when you will send your follow-up asks.**

Give *Thanks*

- Thank donors immediately and personally, and recognize them publicly when appropriate.
- Provide a final thank you after the event that plants the seed for next year.
- **Use the next page to outline how and when you will thank your donors.**



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Who to <i>Ask</i>  1) 2) 3) 4) 5) 6) 7) 8) 9) 10)	How to <i>Ask</i> 
Follow-Up <i>Plan</i> 	Give <i>Thanks</i> 