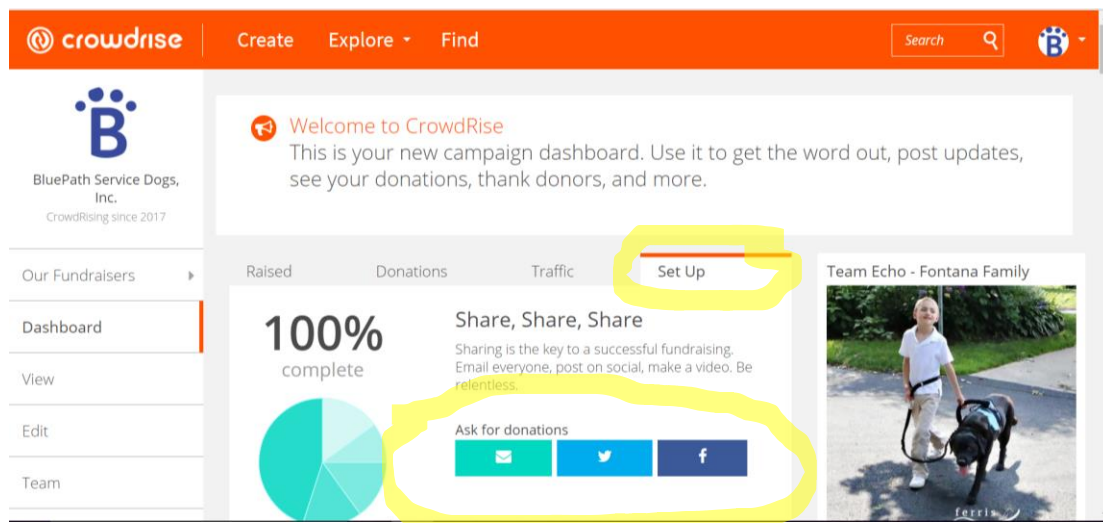


# BluePath

SERVICE DOGS

## Fundraising for the Walkathon

1. Go to your dashboard and click “set up”.



2. Where it says “Ask for donations” (next to the pie chart), you can send links directly to your fundraising page:
  - a. Email
  - b. Tweet
  - c. Facebook

## Sample Fundraising Email:

*Subject Line: Please join me on the Path!*

*Hi [NAME]!*

*On May 19, 2018, I am joining BluePath Service Dogs at the first-ever Walkathon! During this event, BluePath is raising funds to support its mission of providing service dogs to children with autism.*

*I'm fundraising for BluePath because...[insert personal connection]*

*I need your help to reach my fundraising goal of \$xxx. If you can't donate, please help me raise awareness of this wonderful organization and a mission that is so close to my heart.*

*Thank you!*

## Sample Social Media Messages

### Facebook:

- On May 19<sup>th</sup> I am walking to raise funds for BluePath Service Dogs. Help me reach my fundraising goal of \$xx! Check out my personal fundraising page to learn more about how your contribution can make a difference. (Link to page)
- BluePath Walkathon is xx days away and I am \$xx away from reaching my goal. Please consider making a donation in support of BluePath! (Link to page)

Or –

- A personal quote about what BluePath means to you. (Link to page)
- Currently, more than 3.5 million Americans live with an autism spectrum disorder. It is the fastest growing developmental disability in the United States, with a 119.4 percent increase in diagnoses from 2000 (1 in 150) to today (1 in 68.) (Link to page)

### Twitter:

- *BluePath Walkathon is May 19, and I'm thrilled to be a part of it!* (Link to page)
- *BluePath Walkathon is xx days away... can you help me reach my fundraising goal?* (Link to page)
- *I'm raising money for Team XX for BluePath Walkathon – join me on the path!* (Link to page)

## 7 tips to help with your fundraising ask:

1. **Suggest setting an easy goal and raise it later.** Start with low goal (\$200-\$500) and once this is hit raise the goal! Beating the goal is something else participants can share on social encouraging more donations. Suggest a couple of easy campaign steps to help them raise that first \$200.

2. **The first donation should be your own.** An opening tally above \$10 is a great start, and leading the charge of donations by example has an escalating effect on the final dollar amount.

3. **Ask for set amounts.** If you ask for a \$30 donation, you're likely to achieve a \$30 donation as opposed to \$5 or \$10 donations. Use the power of setting dynamic donation amounts. They work!

4. **Use social channels and email.** Peer-to-peer fundraising and social media are a match made in heaven, however it is only a part of the campaign story. Email asks can achieve more fundraising success than social. This is all trial and case-by-case, but *don't forget to ask by email.*

5. **It's not just mentioning it once in an email or post.** Fundraising and preparing for an event is a journey. Regular updates will actively involve those they know in your journey and will encourage donations. **Don't post every day** but once a week or every milestone – for example, 25%/50%/75% of your goal or \$5-\$100 away from your goal.

6. **"It's a good cause" does not have as strong an impact as "It's my cause."** The story of why you got involved can really make the cause hit home with friends, family and coworkers. Tip: Since those in your email contacts and friends on Facebook are people you can share more closely with, making the story personal will get more donations.

7. **Don't forget to have fun! ☺**



## Here is a quick breakdown of how to raise \$500

- Make a self-donation of \$20- \$20
- Ask your significant other to donate \$25 (Total \$45)
- Reach out to 3 close family members for \$40 each (Total \$165)
- Ask your closest friend for \$50, or two friends for \$25 (Total \$215)
- Ask 5 co-workers for \$40 each (Total \$415)
- Reach out to your extended family for support (\$85 difference)
- **You have reached \$500!**

**Thank you!!**

