

FUNDRAISING TIPS

Tip #1

Register to walk at www.piercecountyAIDS.org and send out quick and easy fundraising e-mails to family and friends!

Tip #2

Set a fundraising goal for yourself. Aim high to encourage greater donations!

Tip #3

Start early! The sooner you start asking for donations, the more you will raise. As soon as you register online to fundraise, get organized and start asking!

Tip #4

Contact everyone you know. Start with your e-mail address book, then your regular address book and so on. You'll be surprised who gives!

Tip #5

Customize your e-mails. Make the e-mail template yours! Include a personal story of why you're walking and where the money goes.

Tip #6

Encourage your supporters to double or triple their donation by having it matched through their employer!

Tip #7

Ask, ask, ask, and ask again. People can only make a donation if you give them the opportunity. Don't be shy about asking more than once. People often need to be reminded!

Tip #8

Have fun! Turn your annual BBQ into a fundraiser. Organize an AIDS Walk raffle or bake sale. The possibilities are endless!

Tip #9

Invite a PCAF speaker to meet with you and/or your team. This is great for company meetings or team fundraisers.

Tip #10

Introduce a friendly competition to others you know participating.

Tip #11

Contact PCAF to request AIDS Walk stickers, buttons, posters, brochures, and red AIDS awareness ribbons. These can be great tools to help in your awareness and fundraising efforts!

Tip #12

After you've completed your fundraising efforts, send your results to your supporters and thank them again for their contribution. They love to hear about your success!