



Fundraising Tips

- 1. Set a fundraising goal.** Make your goal challenging, but realistic. Start by listing out all of your close family and friends – those most likely to donate to your cause – and estimate your potential fundraising. How many “definite” donors will you have, and how much will they give? How many donors can you reach outside of your direct network?
- 2. Start early.** It’s never too early to start asking. Early asks means more time to reach your fundraising goal and a higher likelihood of reaching that goal.
- 3. Contact everyone you know.** Family, friends, friends of friends, co-workers, classmates, social network contacts – these are all potential donors who will want to be a part of your effort if you ask them. Reach out to them.
- 4. Use all possible forms of contact.** Do some of your potential donors respond better to texts than to emails? Would others prefer a phone call over a Facebook post? Generic email templates only go so far – the more personal the ask, the more likely you are to get a response.
- 5. Recruit help.** Do you have a close friend or family member with a lot of connections or one who is a social media wiz? Ask them to help you spread the word!
- 6. Customize your personal fundraising page.** What’s your story? Why are you fundraising for ALS TDI? Your personal fundraising page is yet another great tool to encourage potential donors to give – use it!
- 7. Be creative.** Hold a barbeque and ask guests to bring donations. Have an incentive – a gift card, movie pass, or a night of drinks on you – for the person who donates the most. Instead of a birthday gift this year, ask if your family and friends could please donate to support ALS research instead. The opportunities are endless.
- 8. It never hurts to ask.** You’ll be surprised at how many people say “yes.” All you have to do is ask!
- 9. Send a personalized thank you.** It’s very important to say THANK YOU to your donors. Write a note, pick up the phone, give someone a high five – do whatever it takes to make your supporters feel appreciated. Remember: you want your current donors to also be your future donors!

ALS THERAPY DEVELOPMENT
INSTITUTE

race4research.org | r4r@als.net | 617-441-7205



The ALS Therapy Development Institute is a 501 (c) (3) EIN# 04-3462719. All donations are tax deductible.