

Sample Fundraising Request

In case you need a little more help, here's a sample. Remember, including a photo personalizes your request. You're also welcome to ask us - we're happy to assist you! *Note: if this is sent in an email it is easy to include links taking recipients directly to your fundraising page.

Friends and Family -

I will be participating in Sole Support, a fundraising walk to help Parkinson's Resources increase awareness about this disease and raise the critical funds for excellent, local Parkinson's services.

As you know, I am fighting Parkinson's. This is a devastating disease that I and approximately 25,000 others in our area will have for the rest of our lives.

Parkinson's Resources inspires and supports us in continually improving our quality of life. This nonprofit bridges the gap between medical care and holistic wellness, providing a community, resources, and inspiration to keep going. PRO is nationally recognized for the quality and scope of services including support groups, education programs, social work services, and wellness and speech classes. These programs are offered at no charge to clients – many of whom may be unable to access services alone.

I believe in this organization and what it offers our community so much that I'm dedicated to the success of this fundraising event. **PRO has increased the number of clients served by 55% in the past four years.** With the World Parkinson's Congress coming to Portland next year we expect that number to grow greatly. In order to provide this critical programming without requiring payment of clients they rely on initiatives and events like Sole Support for revenue. That's where you come in!

I'd like to personally invite you to join me in the fight against Parkinson's by getting involved in Sole Support. I am leading a team of walkers in this fun event *[date and location of walk you are in]*. It is my hope you will join me by:

- Register to walk with me (find the *[your team name]*)
- Make a donation to *[your team name]*

Everyone is welcome to join us! For more information, please go to www.solesupport.org.

Thank you in advance for your generosity and support. We hope to see you there!

[Your Name]
[Team Name]
[email and phone number]



How to Write a Fundraising Request

Now that you've set up your walker page and you have a plan of attack, it is time to get fundraising! There is still power in the written word, so here are a few hints to help you get started.

1. **Using the Shake Your Money Maker worksheet, send a letter or email to all.** Don't say "no" for anyone by assuming that they can't or won't support. Let them decide. Do not hesitate to include casual acquaintances, as they will understand that you are seeking donations for a worthy cause - you never know who has been touched by Parkinson's and would like to help.

2. **Ask. Include a call to action.** Don't just tell them what you are doing, ask for their help. Include your personal fundraising goal in the text, and suggest giving levels. Do not diminish your request by being apologetic. You're doing a great thing and most/all will want to support your efforts!

3. **Make it personal.** If mailing, hand address the outside envelope and hand sign each letter. For emails, don't send a mass email with everyone's address showing. It may take more time, but sending individual emails will make potential donors feel special. Write a short personal note to those you don't see regularly, i.e., "Mary, I hope this finds you doing well!"

4. **Put your HEART into it.** Let them know why you're fundraising. This cause is important to you- share why. Don't include too many facts and figures; instead include your personal story of why you have taken on this task. Someone will donate to you because they know you, and want to support your efforts.

5. **Make it easy to donate.** Include your personal fundraising page and encourage online donations. If mailing, include a return envelope for them to send their donation to you. Label the envelopes with your address. It's also nice to include a stamp on the return envelope. If they will be attending an event, instruct them to bring a check payable to the Parkinson's Resources.

6. **Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the event date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.

7. **Send a reminder.** Keep a list of those who send in donations. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that fundraising is going well, but you still have a bit farther to go. Sometimes, reminder letters are more successful than original letters for bringing in the money.

8. **Say thank you!** When friends support you with a donation you can send them a message through your fundraising page or a handwritten note. We've found that the more you publicly recognize your donors, the more others are willing to contribute—consider Facebook or Twitter as additional ways to share your appreciation!



thank
you!

Have questions or need help? Call us at 800.426.6806 or email devsupport@parkinsonsresources.org