
Participant Fundraising Tips

We are so proud you made the decision to *Walk Like MADD* – and we hope you are proud of yourself too! Every dollar you raise will make a significant difference in the fight against drunk driving in YOUR community. Here are some easy fundraising tips to help get your fundraising efforts started.



Set a Fundraising Goal: Donors like to know what you're trying to accomplish and tend to give more to help you reach your fundraising goal. The recommended goal for a participant is \$100. Remember, walkers who raise \$250 or more are eligible to receive exclusive *Walk Like MADD* gear.



Make a Donation: Make a self-donation to take the first step towards reaching your fundraising goal. It is much easier to ask others to donate when you show that you're committed to the cause.



Tell Your Story: Update your personal fundraising page with a photo and story about why you're participating in *Walk Like MADD*. Did you know Walkers who personalize their page raise, on average, 3X more than those who don't?



Get Social: Through your fundraising page you can ask friends to donate via email, Facebook, Twitter, Google+ and LinkedIn by clicking on the icons. In addition you can also connect your page to Twitter where tweets will automatically send when you make or receive a donation and will include a link back to your fundraising page.



Send an Email: Email is the #1 way people ask for donations on the web. Through your fundraising page you can import contacts from your webmail, create a message and send to your friends and family!



Matching Gifts: Did you know that many companies will match their employees' donations to MADD? When you make a donation just let them know, and they'll donate the same. Search to see if your company participates in a matching gifts program by going to <http://www.madd.org/donate/matching-gift-program.html>