

Tips on Conducting a Successful Fundraising Campaign

The #1 reason that people donate is... because they are asked!

- **Start Early**

- Develop a list of potential donors and how much you will ask each person. Who do you give to? Include friends and family from your holiday card list. Did you include any personal vendors: dry cleaner, day care, banker, physician, dentist, hair stylist, car dealer or real estate agent?
- Instill Passion! Share YOUR why – WHY are you participating in the Heart Walk? Ask people who may have been affected by cardiovascular disease or stroke. Share the devastating statistics and real-life impact of these diseases as well as the important health information and free online resources friends and family can use to protect themselves and their loved ones. Check out heart.org for more information.

- **Raise Money Online**

- Register online and personalize your Heart Walk webpage with a personal image and your story of why it is important to raise money for the Heart Walk.
- Add your personal touches to the email templates before sending to friends and family. They are much more likely to respond to a personal and passionate story.
- Utilize social networks (Facebook, LinkedIn, Twitter, etc.) to promote your involvement with the Heart Walk.

- **Send a Fundraising Letter**

- Create a solicitation letter to send to prospective donors. Be sure to add your personal story and motivation for being a Heart Walker!
- Include a self-addressed stamped envelope with your letter to make it easy for your donors to contribute.
- Follow up with a phone call to friends and family who have not responded.

- **Ask in Person**

- Identify those individuals you will be seeing in a meeting, at the soccer field, at church, at business meeting; and ask for a donation.
- Inform them where to send donation (check) if you do not receive their donation at that time.

