

## SUGGESTIONS FOR BEING SUCCESSFUL

- ♥ Conquer the fear.
- ♥ Make the ask. Don't be afraid to spread the word about what you're doing.
- ♥ Give a compelling case about why you are asking for money.
- ♥ Make your donors your partners. Yes, you are the one lacing up the sneakers, but it is their dollars that are saving lives. Make sure they know their incredible role!
- ♥ If someone says they will think about it, set a date and get back to them on that date.
- ♥ Think positive!
- ♥ Expect to hear 'no' sometimes. If someone says 'no', they are not saying 'no' to you. It just means they aren't able to give at this time.
- ♥ Always send *Thank You* notes! It will make you feel good and those that contribute.