



FUNDRAISING 101

Thank you for making the commitment to raise funds and awareness for The Michael J. Fox Foundation for Parkinson's Research as a member of Team Fox. By contributing to the efforts of The Fox Foundation you are working toward a cure for Parkinson's disease (PD) in our lifetime. As you fundraise, that goal will inspire you and others.

Parkinson's disease affects all of us and you never know who may have a personal connection to PD. Remember that as you ask others for support; you are offering them an opportunity to make a difference. The Michael J. Fox Foundation is here to help you reach your individual fundraising goal. Below you will find a few tips and tricks to keep you motivated along your way:

- **Educate yourself on the science of Parkinson's disease**
Did you know that scientists feel that if they can cure Parkinson's, then similar diseases like Alzheimer's, Huntington's, and ALS (Lou Gehrig's Disease) may not be far behind? The facts about Parkinson's disease are compelling. Visit www.michaeljfox.org and review the resources for more information about Parkinson's and The Michael J. Fox Foundation for Parkinson's Research. Find out where the money goes and gather information about the latest hopeful research. Sharing this information will move your donors to give.
- **Make the first pledge yourself.**
Before you ask others to join in your cause, show you are serious by pledging your personal support with an individual donation. It is easier to ask someone to do something you have already done yourself and your personal gift will show how strongly you feel about the cause.
- **Ask. Ask. Ask.**
Some people find fundraising hard when they first begin, but it can be as simple as just asking. You can only raise money if you ask for it. Don't start by apologizing and don't feel guilty or greedy- you are being generous. You are helping to cure Parkinson's in this lifetime. You may be surprised by yourself and by others. The more you ask, the more you raise, the easier it gets.
- **Tell everyone you know and ask them to tell everyone they know.**
Generate genuine enthusiasm for the cause by reaching out to as many people as possible and sharing your story. Why are you raising funds for The Michael J. Fox Foundation?

Whether it is through word of mouth, email or letter - this is worth sharing. Start with easy targets like your close family and friends and build confidence. If you sound excited, your ask will sound like an exciting opportunity to give. Excitement is contagious!

- **Create a network of supporters.**

Once your supporters have made a gift, ask if they will extend a challenge to other potential contributors (example: "I'm supporting Joe with a pledge of \$100, will you match or beat that amount?"). Sometimes the best gifts aren't monetary. Ask a friend to help you brainstorm ways they can help you fundraise. Perhaps they can host a social function in their home, expanding your list of contacts. Maybe they are a member of a service club or organization and would be willing to make an appeal for funding on your behalf.

- **Make fundraising a part of your everyday life.**

Talk about your efforts in conversation with both old and new friends alike. Consider changing your voicemail/answering machine to mention your participation with Team Fox. Add information about Team Fox and include a link to donate at the bottom of your email signature.

- **Familiarize yourself with the Contribution Form and Donor Tracking Sheet.**

Know your materials so that you can answer your donors' questions. Make copies of the form and put your name on each one. Donors can return the forms to you or mail them directly to The Fox Foundation office with payment. Keep a few copies of the Contribution Form with you to always present at a moment's notice. You never know when you will run into a potential donor.

- **Keep good track of your pledges and send reminders.**

If you are sending a letter or email sharing your story, some people may respond to you immediately, while others may forget. Just because someone hasn't given to you, doesn't mean that they have said no. Perhaps they are on vacation or maybe your request is under a stack of paperwork. One way to offer a friendly reminder is to send a newsletter or email blast giving everyone an update on your progress (example: "Thank you for your support. Together we've raised \$1000 for The Michael J. Fox Foundation so far and are half-way to our goal!"). This will make your donors feel like part of your team and inspire new supporters to give. If you are asking people to sponsor you in person, you can save the trouble of following up if you collect a donation at the time of their pledge. Try asking for a gift when money is handy, like around payday.

- **Think big.**

Put together a list of potential major donors in your network: those who can donate \$500 or more. These may be business associates, employers, college friends, etc. Arrange to meet one-on-one over lunch or dinner. Face to face meetings are always best. Write a script of things you wish to cover. Be passionate and be bold. Remember, when you focus on a mission, people want to support you.

- **Send thanks.**

A sample thank you letter is available in the Team Fox Playbook, but like your fundraising letter, the more personal you can make it, the more meaningful it will be to your supporters. Add photos. Be creative. Take the time to express your gratitude to each donor for their generosity. The Fox Foundation will also send an acknowledgement letter to each contributor once we receive their payment. This letter may be used for tax purposes.

- **Stay motivated.**

Fundraising can be tough. Don't be discouraged if you hear a "no thank you." Chances are it just wasn't in that individual's budget to give at this time. Remember, funding significant research initiatives is only possible with the help of people like you. You are bringing the hope for a cure for Parkinson's disease in our lifetime. You cannot know the number of individuals you are inspiring, educating, and reassuring. Thank you.

- * ***If you have fundraised before...***

Don't assume that if you have asked someone for donations in the past, that you cannot ask them again. Let them know that you appreciated their previous support and share with them your excitement for this new opportunity. These family members and friends have already invested in you and will probably want to do it again. They may have even put it in their annual giving budget for the year. If they were unable to give before, maybe this is a better time to donate.