



Fundraising Tips



SHARE YOUR MOTIVE

Explain why you've decided to participate in fundraising for ALS research and why it's so important to you.



HAVE A PLAN

Write down a fundraising plan with realistic goals to track your progress. Read more about creating a plan at www.als.net



START FUNDRAISING

The sooner you begin fundraising, the less pressure you'll feel.



ASK FOR SUPPORT

Friends, family, co-workers, classmates, neighbors, etc. The more people you ask, the more money you will raise.



MAKE YOUR OWN DONATION

Get your fundraiser off the ground by making your own donation. That will help inspire others to give.



FOLLOW UP

If someone pledges to donate, but doesn't follow through, it's ok to follow up with them.



SHARE YOUR PROGRESS

Keep your community updated on your progress. You can do this via social media or email.



OPTIMIZE YOUR DONATIONS

Always encourage your donors to find out if their employers have a matching gift program.



SAY THANK YOU

A personalized "thank you" goes a long way. This can be a handwritten note or a dedicated phone call to your donors.

ALS THERAPY DEVELOPMENT
INSTITUTE

www.als.net/corntoss | events@als.net | 617-441-7205



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