

Build a Personal Fundraising Plan

You can't get where you're going without a map! Like a good map, a good fundraising plan will help you reach your goal. Below are some initial steps and ideas to help you get started and build your fundraising plan. We've also included a sample fundraising plan for a goal of \$1,000. Tailor your fundraising plan to your specific goal. Good luck!

- 1. Set a Fundraising Goal** – It is important to set a fundraising goal that you feel is challenging yet achievable. The following questions will help you determine a fundraising goal that is best for you.
 - Think about how you plan to fundraise. Are you hosting an event? Or doing a letter writing campaign?
 - Who will support you?
 - Do you have a deadline to reach your goal?
- 2. Make a Self Donation** - Kick off your personal fundraising campaign by making a self donation. Making a self donation will show potential donors that you are invested in the fundraising success
- 3. Identify Your Fundraising Network** – Build a list of friends, family and colleagues who you could ask for a donation. Think of businesses that you fraternize regularly and consider asking them for support as well. Use the *Who Do You Know Worksheet* to help you.
- 4. Make Your Ask**- Now that you've built your fundraising network, tell your friends, family and colleagues that you are fundraising for the TNHBR! Share your story by updating your Personal Page. Send your fundraising ask out through various communication channels to maximize your exposure and opportunity to raise funds to reach your goal. Utilize the following:
 - Letter writing
 - Email
 - Utilize Facebook, Twitter, email, text messages and other social media outlets to spread the word about the bike ride
- 5. Follow Up On Your Ask** – On average it may take potential donors three reminders to make a donation. Send reminders out to potential donors and donors, keeping them updated on your progress.
- 6. Organize a Restaurant Fundraising Event** – A Restaurant Fundraising event is in partnership with local restaurants. The local restaurant will have you pick a date, then you will promote the date with flyers, people then bring the flyer in on that date and certain percentage of sales, from people with the flyer, gets donated back. See the attached fact sheet **Restaurant Night**, for more information.
- 7. Organize a Personal Fundraising Event** – have a yard sale, bake sale, silent auction, wine tasting night or other simple events such as those listed above. Define what works for you. Work with the local MDA staff to identify an event that works for you.
- 8. Thank You** – Never underestimate the power of a thank you. Whether you write and mail a note, send a thank you email, or post a thank you on Facebook, your donor will appreciate the acknowledgement.



Sample Fundraising Plan

Goal: \$1000

Fundraising Strategies:

- Online letter writing to family and friends - \$400
- Social media fundraising - \$250
- Restaurant Night - \$150
- Passion Event - \$100

Fundraising Network:

Send a letter or email sharing your story and reason for raising funds for MDA.

- Make your own \$25 self donation - \$25
- Ask five neighbors for \$10 each - \$50
- Ask your boss to contribute \$25- \$50
- Ask five co-workers for \$10 each - \$50
- Ask two family members for \$25 each - \$50
- Ask two businesses for \$25 each - \$50
- Ask three friends for \$25 each - \$75
- Ask two people at your community organization donate \$25 each - \$50

TOTAL - \$400

Social Media Fundraising:

Post a link to your TNHBR Personal Page on the social media account of your choice. Share a fact about Muscular Dystrophy or ALS, a quick story of why you are fundraising, or a photo daily to make your social media post personal. Share your fundraising goal with your social media network and keep them updated on your progress. Thank your social media donors online and acknowledge them publicly for their support.

- Ten social media donations of \$25 each - **\$250**

Consider Hosting a Restaurant Fundraising event:

Organize a Restaurant Fundraising event and take your TNHBR fundraising to the next level. Identify a local restaurant that offers fundraising nights. Pick a date and spread the word on social media, via email, send in the mail, pass out to friends and neighbors and share with co-workers. It is an easy way for people to support your efforts, all they need to do is eat lunch or dinner and money gets donated to the cause.

- Restaurant Fundraising Event during Dinner Hours - \$250

TOTAL - \$250

Consider Hosting a Personal Fundraising event:

- Personal Fundraising Event - \$100

TOTAL - \$100



For Strength,
Independence & Life

Map Out Your Fundraising Plan

Team Name _____

Prior Year Raised: \$ _____ This Year's Goal: \$ _____

Self-Donation Amount: \$ _____

Letter Writing Goal: \$ _____

Identify a list of potential donors by using the **Who Do You Know** document. Take your goal and divide this by what you think your average online donation will be to come up with the minimum number of individuals you will need to ask to support your fundraising efforts. You can also guess what your potential (or past) donors may donate to you this year to help you set a letter writing goal.

Name _____ Potential Donation \$ _____

Name _____ Potential Donation \$ _____

Name _____ Potential Donation \$ _____

Example: \$500 goal divided by a \$75 average donation = a minimum of 7 potential donors needed. To ensure the goal is reached, ask 3 times as many donors as are needed to reach the goal.

Social Media Goal: \$ _____

Tell your story through Social Media; add photos and the link to your personal fundraising page to each status update or tweet you post. Set a goal to attract a specific number of donors per post to help you track how many social media posts you will need to reach your goal

Example: If a goal of \$200 is set for social media and each post will attract \$25 in donations, 8 creative social media posts are needed to help reach the goal.

Restaurant Event Fundraising Goal: \$ _____

Plan a Restaurant fundraising event to boost your fundraising efforts. Determine venue and date, how many people will attend and how much you the average family person will spend.

Example: Host a Restaurant Night. If people have an average bill of \$15 and the restaurant kicks back 20% that is \$3, to raise \$150 you need 50 people.

Personal Event Fundraising Goal: \$ _____