



Let's #KickAS Together!

A Grassroots Fundraising Webinar

Tonight's Goals

- 1st Half – Everyone
 - What Does the ASF do to Support our Awesome Fundraisers?
 - Successful Past Events to emulate
 - 9-Step Formula to Successful Fundraising
 - Setting a Strategy for Success
 - Event Ideas to consider
 - Q & A
- 2nd Half – So, is Coordinating a Walk for me?





What Does the ASF do to Support Our AWESOME Fundraisers?

- My undying love, support and coaching assistance!
- Fundraising Welcome Packet
 - Fundraising Guidelines
 - Brochures
 - Flyers
 - Sample FR letter
 - Access to ASF Logos



- Letterhead
- ASF's 501(c)(3) tax form
- General Sponsorship forms
- Donation-in-Kind forms.
- All will also be available on our website

Successful Past Fundraisers



SATURDAY, SEPTEMBER 28

Softball Tournament

PLAY POKER WITH CELEBRITIES! OUR CELEB INVITES INCLUDE:



Celebrity Poker Tournament



Quinn's Hot Cocoa



School Fundraiser



Golf Outings



Crawfish Boil

Successful Past Fundraisers



SKATING ANGELS



**Men's Hockey
Tournament**

NOT JUST A GAME



Tractor Run

CrossFit
Forging Elite Fitness
**27-Hour
Challenge!**



**CrossFit Gym
Challenge**



LaCrosse Tournament



Blarney for Angelman

**Paddle Ball
Tournament**

1. Get ready to Be Uncomfortable

Start By Giving Yourself a Pep Talk

- If you go into your fundraising knowing that you're going get uncomfortable for a great cause, it will help.

Keep This in Mind:

1. it's a fundraiser – they are EXPECTING you to ask
2. “You're not raising money for your vacation fund.”
 - Remember why you're doing it and be motivated by the difference you are making in this world.



9-Step Formula to Fundraising Success

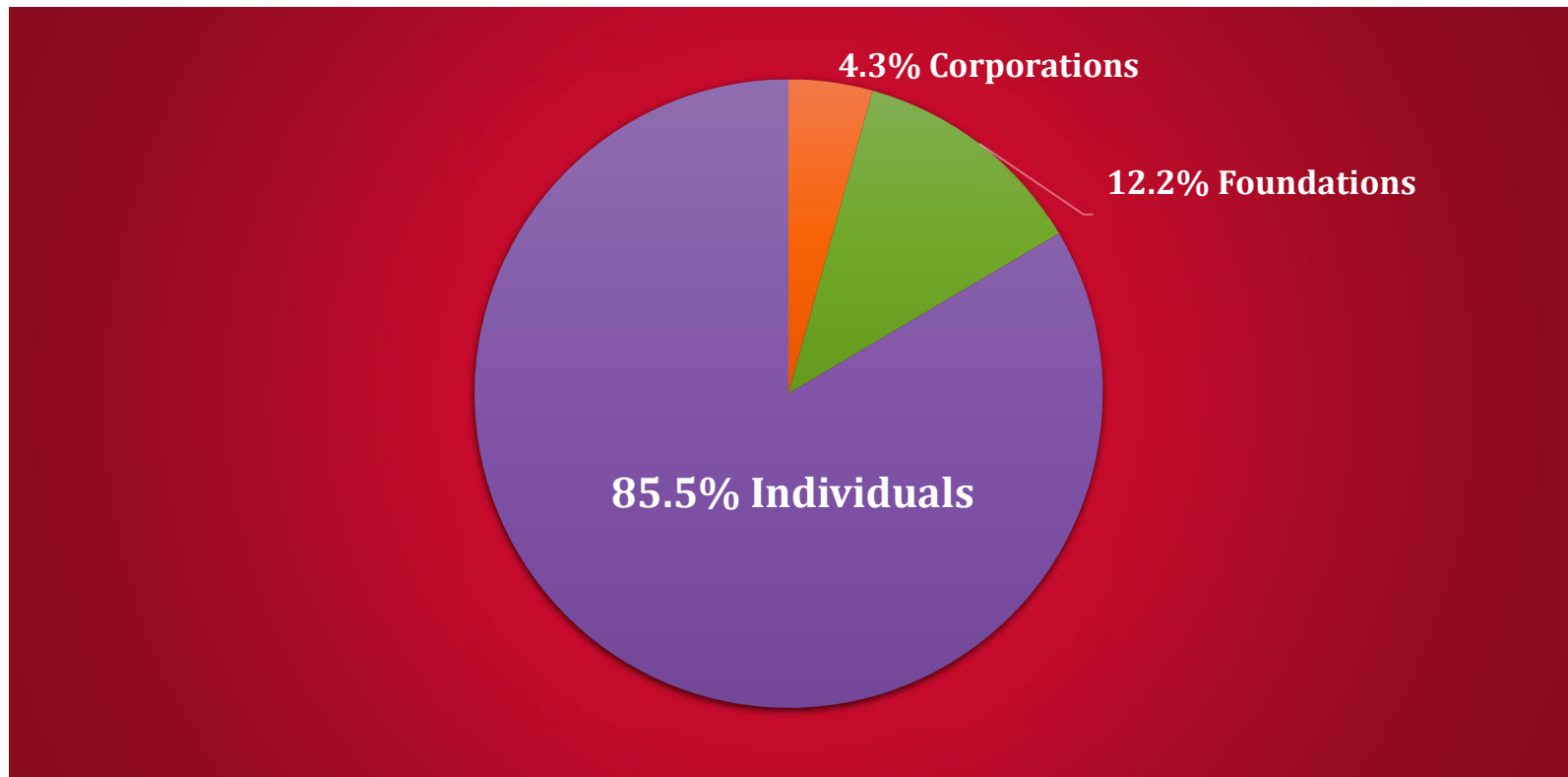
2. Set an Uncomfortable Goal

- Set a crazy goal for your team.
 - Quinn's Cocoa Example
 - Raising \$5,000 in sponsorships (or more!)
 - Offer up a challenge (color my hair purple, anonymous donor match, etc.)



**9-Step Formula
to Fundraising
Success**

Who Gives Donations to Charity?



7/10 Adults in the U.S. Give Money to Charity

Your Best Prospects are **A B C** Compatible:



- **A – Ability**
They have the ability to give
- **B – Belief**
They Believe in your cause and they're interested in Angelman Syndrome
- **C – Contact**
You know them, or they know of the Angelman Syndrome Foundation



3. Make it Personal - Share Your Story

- 85% of people who can remember their last donation report that they gave because they were asked
- 50% do not remember the name of the organization to which they donated
- 90% remembered something about the person who asked them, even if the person was a complete stranger

**9-Step Formula
to Fundraising
Success**



4. Ask Everyone You Know

- Group Brainstorm
- It's a Numbers Game
- Worst Thing?

**9-Step Formula
to Fundraising
Success**

5. Ask for a specific amount

- If they gave in the past, remind them of the amount
- Challenge donor to increase their level
- Go over the specific benefits of each giving level
- Stretch yourself – think BIG!

**9-Step Formula
to Fundraising
Success**



6. Follow Up is Key

- Plan of action on follow-up
- It's not all about the letters
- Experts suggest 3 follow-up attempts
- Donors are grateful for the “Nudge”
- Invest some time – it's worth it!

**9-Step Formula
to Fundraising
Success**

7. Track Your Data (analyze it!)

- Keep a Running List of Your Donors
 - You can do through Personal Fundraising Page
- Be Your Own Best Record Keeper



9-Step Formula to Fundraising Success

8. Engage Sponsors at Event

- Invite them to:
 - Set up an info table
 - Speak to crowd before event (if donation is significant)
 - Display Their Company Banner
 - Hand out drinks/food at event
 - Hand out flyers/coupons or promotional items from their company



**9-Step Formula
to Fundraising
Success**



9. Give Thanks!

Impossible to
“Over Thank!”

- Solidify your gratitude:
 - Send Immediately
 - Social Media ❤️
 - Post event Thank you Photos



Develop a Personal Plan

- Are you flying solo? If not, ask key people
- Create a timeline
 - Set a date for event and work backwards, adding in action items and desired dates along the way
 - The earlier you ask for donations/sponsorships, the better
 - Some people may feel more comfortable giving things (in-kind donations), rather than money.
 - Tell your supporters specifically how you are using the money/items they donated. Send them updates on how it was used.
- (Take a Poll)

Deciding Effective Strategy

Personal Face to Face Ask	50%
Personal Call	25%
Personal Letter (no follow up)	10% - 20%
Cold Call	5%
Call to Past Donors	10%
Direct Mail to New Donors	< .5%

How Many Prospects Do You Need?

Individual, face-to-face asks are generally the most effective way to secure new donors and increase donations

Personal Ask	4 : 1
Personal Letter	10 : 1
Direct Mail	100 : 1
Phone	20 : 1



Fundraising Strategies



Dollar for Dollar Match

- Try to engage a local business to match the contributions you gain through your activities with a **\$for\$** match
- Agree on a limit...for example \$500 or \$1,000
- Raise double your goal!
- Data shows that people tend to respond very favorable to this type of challenge



*Ways to
Raise Money*

Fundraising Strategies

Other ways to **FUN**draise

Handy in the kitchen? Crafty with your hands?



Ask local businesses if they will allow a 'spare change' jar with your story

Got a birthday coming up? In lieu of gifts, ask people to donate to the ASF



Ask your favorite local restaurant to host a charity night where a portion of the proceeds will go towards you ASF Fundraiser



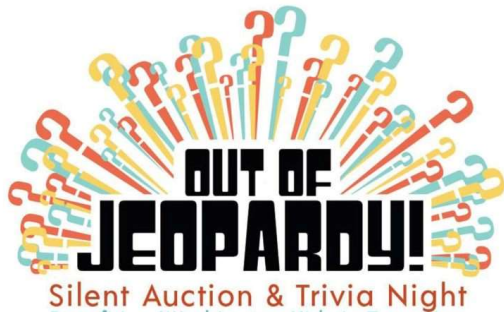
FUNDRAISER

Solicit local businesses for small prizes and host a game night at your home or local pub



Fundraising Strategies

Other ways to **FUN**raise



Pinterest is a great source for ideas that help make your event successful.



Try to make events fun and unique so that people are drawn to attend and participate.



Try doing a Google Search for charitable fundraiser event ideas

Special Events

Where to get more ideas



Next Steps

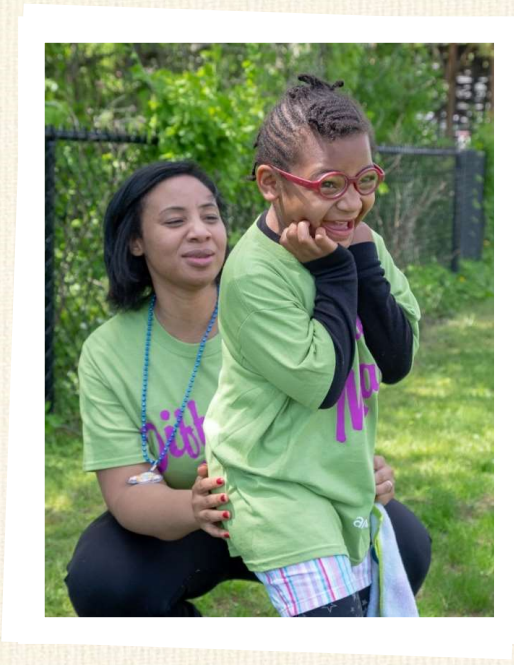
Serious interest?

1. Read through Guidelines in the Handouts for this Webinar
2. Call/email Kitty Murphy with any questions and to talk over your proposed event
3. Fill out Event Agreement (in handouts) and get it to Kitty Murphy ASAP

Questions & Answers



kmurphy@angelman.org – 630-978-4245



Walk Coordinator Overview



National Walk Coordinator Goals

- ***Goal #1: Raise Funds Solely for ASF***

Objective: Each ASF Walk site will raise funds for the ASF

- ***Goal #2: Awareness***

Objective: The ASF National Walk will increase awareness to general public via 1) Media Exposure; 2) Mailings; 3) Social Media

- ***Goal #3: Minimal Expense***

Objective: Net Higher than National Average for Expenses



Goal #1: Raise Funds Solely for ASF

- Not as ridiculously obvious as you might think
- When you agree to coordinate, you agree that 100% of the funds raised will be sent into the ASF – solely!
 - Cannot raise money for ASF +
 - Cannot split the money
 - Illegal to use the ASF Logo and Non-profit status for anything other than solely for the ASF



• *Goal #2: Awareness*

- Team Captain for Publicity – Priority!
 - Organized & Well Spoken (AS Parent perfect!)
 - Able to create a local ‘buzz’ about event
 - Get 5 minutes on local community group calendar; tell personal story; recruit their members to help
 - Create a local contact list for newspapers, newsletters, tv, large corporations
 - Manage and post on social media & your local FB Page regularly!
 - Stay in contact with all registrants - get/keep them connected and informed

Goal #3: Minimal Expense

Objective: Net Higher than National Average for Expenses

- Each site asked to incur 10% or less in expenses
 - Secure majority of supplies via donation
 - a) Food
 - b) Beverage
 - c) Ice
 - d) Printing
 - e) Give-away items
 - f) Raffles and door prizes
 - g) Sound system
 - h) Tents & equipment

Approved Walk Site Expenses:

- Permits
- Park Fees
- Equipment Rentals (try to get donated)
- Drinks (most sites get these donated)
- Walk Shirts (provided by Foundation)
- Walk Bags (provided by Foundation)
- Shipping (provided by Foundation)
- Signs & Supplies (provided by Foundation)

NOT Approved Walk Site Expenses:

- Helium
- Automobile Rental
- Travel/Gas
- Personal Meals
- Decorations
- DJ equipment Rental (prior approval absolute must)
- Food (prior approval absolute must)
- Alcohol or Tobacco Products
- Bounce Houses/Equipment

Questions & Answers





Next Steps

Serious interest?

1. Read through Coordinator Guidelines in the Handouts for this Webinar
2. Call Kitty Murphy with any questions and to talk over your site
3. Fill out Coordinator Agreement (in handouts) and get it to Kitty Murphy ASAP



Thank You!

Contact: kmurphy@angelman.org – 630-797-0882 (cell)