

## Raise Funds Like a Pro

1. **Create a plan and a back-up plan:** Strategize. Be Inventive.
2. **Start early:** Do not procrastinate.
3. **Educate your donors.**
  - o About the FEET FOR FED Team
  - o About Duchenne Muscular Dystrophy
  - o About your personal quest to complete a marathon/half-marathon and to raise funds to fight DMD
4. **Make potential donors aware of the benefits of contributing.**
  - o A chance to save a life
  - o Make a difference
  - o A tax deductible donation
5. **Follow through:** Send reminders to potential donors.
6. **Recruit volunteers:** They will help you raise funds.
  - o Friends, family members, co-workers and significant others can be a great help in soliciting donations and spreading the word about events you plan to host.
7. **Give back to donors.**
  - o Wear their logo, bake them cookies, throw a victory party in their honor, and send a personalized thank you letter with a picture of you finishing the race.
8. **Ask BIG before going small:** Think corporate and big money
  - o Suggest higher levels of giving. Most people won't do it, but there will be one or two who will because you asked.
9. **Stay positive. Keep a good attitude. Remember the reason.**
  - o Fundraising comes with a lot of "No's." Forget those and keep going for the "Yes's." Plan for this so it doesn't take you by surprise.
10. Just **ASK, ASK, ASK!!**