

### **Getting started**

**Start Early** – Successful fundraising is a marathon not a sprint! Start early and plan.

**Set your goal** – Set a realistic goal, but don't forget, when you surpass it, be sure to update it with a new one!

**Create a personal online fundraising page** – It is quick and simple to do!

### **Encouraging donations**

**Know your Audience** – Categorize your contacts and consider which are the most effective ways to ask for support (a personal email, social media, an in person ask or even a hand-written letter).

**Be the First** – Kick off your fundraising with a self-donation. People are more willing to donate when they see you have made a donation as well.

**Set Donation Amounts** – Guide your donors by suggesting giving options e.g. 1 euro per km for a marathon.

**Highest Donor** - Offer an incentive, such as a gift certificate to a local restaurant (donated of course), to the donor who gives the largest donation on a set day.

**Matching Donor pledge** – Identify a supporter to match your efforts if you reach/surpass a certain minimum.

### **Getting the word out**

**Share your Story** – When asking for support, explain why you are fundraising for the Demoucelle Parkinson Charity. People will feel connected to the mission once they know why it's so important to you.

**Know your Facts** – Brush up on some facts about Parkinson's and the how the Demoucelle Parkinson Charity is funding research to find a cure. Donors want to know how their contributions are making a difference.

**Letter to the Editor** – Submit a "Letter to the Editor" to your local newspaper letting your community know about your event and how they can contribute.

**Brand Yourself** – Wear your Demoucelle Parkinson Charity t-shirt (if you have one already) when you are out training or even just running your errands. It might spark a conversation.

### **Don't forget your colleagues!**

**Corporate Matching Gifts** – Ask your company if they will match your fundraising, and remind your donors to check with their companies to see if they match donations as well.

**Email Signature** – Include your personal online fundraising page URL at the bottom of your personal and (if allowed) work email signature.

**Spread the Word** – Make a poster about your fundraising for the lunch or break room for everyone to see.

**Company Newsletter** - Ask if information on your fundraising endeavors can be included in the next office newsletter or all staff meeting.