



## Tips to Build Your Fundraising Success

You're more connected than you think! Reach out to the people you know through unique and effective ways to build your fundraising success. Here are some tips to get you started.

### 1. Use your personal fundraising page.

Every registered participant is automatically provided with a public and easily customizable webpage where supporters can make donations to you. Your page can be accessed and edited through your Fundraising HQ (headquarters) with your unique username and password. Go to <https://www.walkthewall.org/Account/Logon> to access your Fundraising HQ.

- Edit your personal donation page with your story, photos and video. Tell the story of why you got involved, why Walk the Wall is important to you and how the stories of abandoned and disabled children in China have impacted your life.

### 2. Set a goal.

- Set an ambitious, yet realistic, goal. You have more ability to raise money than you might think! Did you participate last year? If so, challenge yourself (and your supporters) to raise even more this year.

### 3. Use your Fundraising HQ.

The Fundraising HQ was created to make it easier for participants to reach their goals and includes many useful features, in addition to the personal and team donation pages.

- Use the templates in the email tab of your fundraising page to send messages to potential donors. Invite a wide range of people from your various networks to make an online donation. Participants who send emails through the fundraising page can increase their online donations significantly.
- If it is easier, you can also cut and paste your individual giving link into your normal email platform and send with a personal email message, inviting people to support you.

### 4. Ask!

- The number one reason people give is because they were asked! Make a list of all the people you know and don't be afraid to ask them to support you. If you have participated in Walk the Wall or other charity events before, go to your previous supporters first.
- Think about whom you could ask for a large donation, and ask them first. You'll be surprised at their willingness to help, and it will help raise the bar for others to follow. Then encourage others to match it!
- Be prepared with an amount to ask them for and be gracious if they are unable to give at that time. Relate the request to your goal.
- A sample script you may want to consider for in-person asks and phone calls could be: "I'm participating in Walk the Wall, a 10 km walkathon, on (Day), (Month) (Date). I'm walking in support of International China Concern, an organization that works in

China providing care for abandoned and disabled children. This year I've set a goal to raise \$... and I'm hoping you might be able to support me with a contribution of \$.... The money raised will fund full-time care for children and adults with disabilities, as well as provide supports for families with disabled children so they don't choose to abandon them."

- Share some information about International China Concern so you have details on how your fundraising helps create a future for the abandoned and disabled in China. For information about ICC, visit [www.chinaconcern.org](http://www.chinaconcern.org).
- Find out if your company has any corporate giving opportunities available, such as corporate donations and matching gifts.
- Send a personal request to any work networks, such as suppliers and external contacts, to ask for their support. Follow-up with a phone call.
- Fundraising in lieu of gifts. For a special event, such as an anniversary or birthday, have people make a donation instead of a gift.
- TIP: Encourage people to donate online. It's secure, easy and saves time and money. Also, a tax receipt is issued right away by email.

#### **5. Keep your supporters up to date.**

- Celebrate your successes with your supporters as you go by using social media sites, emails, blogs or a quick phone call as they give towards your goal.
- Print copies of the posters and flyers to put up in places you visit regularly, such as your workplace, schools, community centres, the gym or coffee shops.

#### **6. Say Thank You.**

- Thank all donors as soon as possible after you receive notice of their donation—it encourages them to see you reaching your goal.
- Let the people that support you know your overall success after the event by email, note or phone call.

