






TAKE TIME FOR CHILDREN WALK

Fundraising Tips

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Website:

www.teenapproach.org/html/walkathon.html

Email: info@teenapproach.org

Questions? 414-461-6484

Fundraising Tips

The **Take Time for Children 12th Annual Walk** is a pledge event. The following information will provide you with the tools you will need to reach your fundraising goal.

There are two kinds of fundraising:

- **On-Line Fundraising**
- **Person-to-Person Campaigning**

On-Line Fundraising

This year, take advantage of our exciting (and FREE) fundraising. Create your very own easy-to-use webpage, which you may email to all your friends & family to solicit their support. It's easy to use and only takes a few minutes. Any time after you have registered at <http://www.firstgiving.com/TeenApproach>, you will be given the option to create a personal webpage. On this webpage, you can create a personal message, set a fundraising goal, receive on-line donation with feedback from those supporting you, and even post a picture! Don't forget to check out the fabulous individual, team and grand prizes to be won!



Tips for Fundraising Online

Here are a few tips that we've learned from other event participants; these will help you maximize donations via your sponsorship page.

1. **Use your own e-mail as well as the facility on the page.**
Since you are already familiar with your own system, you can set up groups and you'll be able to send more e-mails at once than you can via your sponsorship page. Also, some of your potential supporters may feel more comfortable opening an email the email address that they are accustomed to.
2. **Change your email auto-signature at work and/or at home.**
After your name and title etc, add a line at the bottom including the address of your webpage. This will raise awareness of your event and ensure that every email you send out could prompt a possible donation.
3. **Check to make sure that you have email all potential supporters.**
Friends and family are always a great support. Extend your campaign to other including colleagues, former colleagues, college friends, fellow members of church/clubs/PTA and encourage them to pass on the message to anyone else who might support your support of Teen Approach, Inc. The internet really widens the group of people you might immediately think of; for example, friends, family and colleagues living in different parts of the US that you rarely see.
4. **Send a little e-mail update on your progress.**
It's nice for those who have already supported your efforts and a nudge for those who haven't contributed yet. You know what it's like: people mean to donate, but sometimes they don't quite get round to it on the first request! We know this works well from other people's experience.
5. **Publicize your participation.**
Put a notice up in your gym, church, college, children's school, etc. Tell people to go to the short web address you've created (i.e. www.firstgiving.com/johndoe) and people can donate from there.
6. **Ask to be on your company's website!**
See if your company would be prepared to add your site to its public website or private company intranet. Many companies like to promote the charitable and public spirited efforts of their staff and you could get a lot of extra donations from this. Some companies may even offer a "matching gift" program where they offer to match any amounts you have raise, so this action could help you reach your target even faster.

Person-to-Person Fundraising Campaign



Person-to-person fundraising is another effective way to raise pledges. The following are some tips to get you started:

- ☀ Start with your own personal donation.
- ☀ Remember you are not asking for contributions for yourself. You are asking on behalf of Teen Approach, Inc.
- ☀ Tell your sponsors about your personal webpage and the opportunity to pledge electronically. Always have your **enclosed** pledge form with you if potential sponsors choose not to donate online.
- ☀ Educate your sponsors on the importance of quality programs offered for children during out-of-school hours. Tell them about Teen Approach or direct them to our website, www.teenapproach.org.



Send a written correspondence campaign.

- Ⓜ Include a self-addressed, stamped envelope with your letters. Make it easy for your potential sponsors to respond to you.
- Ⓜ Personalize your appeals by using familiar details about yourself or your history with the event. **A sample letter is enclosed.**
- Ⓜ Include information about the need for quality programs for children. Include the Teen Approach web address as well as the address to your personal website.
- Ⓜ Follow-up with a phone call and a thank you.
- Ⓜ Use the sample letter in this packet as is or as a guide for developing your own letter.

Final Tips

- Ⓜ Keep your pledge sheets with you at all times.
- Ⓜ Start NOW! Don't wait until the last minute.
- Ⓜ Businesses or organizations will usually pledge larger amounts. Start with those that you patronize (churches, salons, professional organizations, etc.)
- Ⓜ Ask the Human Resources Department at your company if they have a Corporate Matching Gift Program.
- Ⓜ **Remind sponsors that contributions are tax-deductible to the extent allowed by law.**

TAKE TIME FOR CHILDREN WALK

Dear _____ ,

On May 17, 2008, I will be participating in Teen Approach, Inc.'s 12th Annual **Take Time For Children Walk** to help end the devastating effects of risk behaviors practiced by children when unsupervised. By making a pledge on my behalf, you are providing scholarships funding and programs that enhance the quality of life for children participating in Teen Approach, Inc.

It is clear that young people need some place positive to go other than school in an effort to stay off the streets and out of their empty homes. The benefits a quality, out-of-school program offered by Teen Approach, Inc. as studies have shown, are many. Their programs not only keep kids safer, but they also have the potential to change lives. They provide opportunities for all young adolescents to learn skills that are not usually acquired in school and experiences that can lead to lifelong interests or careers. Learn more about Teen Approach, Inc. at www.teenapproach.org.

My goal is to raise at least \$ _____ by May 14th. Please help me reach that goal! If you would like to make an on-line donation, please visit my fundraising page at _____ . **Contributions are tax-deductible to the extent allowed by law.**



Name _____ Address _____
City _____ Zip _____ Phone _____
Email _____

Listed below are some suggested pledges. Please check your donation and make it payable to **Teen Approach, Inc.**

\$75 \$50 \$25 \$10 Other _____

Please return bottom half of this letter along with your donation to me
by mail to: _____

If you have any questions, feel free to contact me at _____.
Thank you in advance for your support.
