

## Keys to Fundraising Success

### Email Communications

Supporters who write and send multiple emails - ideally 3 or more - to friends, colleagues, and family members raise more money. Effective emails include a personal story that explains why you are participating in the Walk/Run for Abilis, a request for financial support for Abilis, and a reminder that donations of any amount will make a difference! Please see the sample email below.

Email writing is an effective fundraising technique because it delivers on two basic fundraising principles:

- People give to people they know
- People don't give unless they are asked

Who Should Write Emails? Everyone!

Email writing is not reserved for parents and siblings of those with special needs. Any member of your team can write an email telling why he or she is involved. As a Team Leader, you should encourage each and every one of your team members to reach out to their network of family and friends for additional support.

[Sample Email]

Dear Friends and Family,

On Sunday, October 14th, I will be participating in the Walk/Run for Abilis event at Tod's Point in Greenwich. Abilis is a 501(c)(3) non-profit organization that provides services and supports for over 700 individuals of all ages with special needs and their families. I am proud of the work that Abilis does because \_\_\_\_\_. Please visit my page at \_\_\_\_\_ include your page link \_\_\_\_\_ and consider making a donation to this important local organization and help me reach my goal. A donation of any amount will be appreciated and will go a long way.

Thank you very much for your support and please consider joining me as a runner or walker on October 14th! The 3 mile run starts at 9am and the 1 mile walk at 11am. For more information, please visit [www.abilis.us/walkrun](http://www.abilis.us/walkrun)

### Social Media

You can build awareness for and enhance your fundraising efforts by posting a message and a picture on your Facebook page with a link to your Walk/Run webpage. Please include the hashtags, such as #Abilis and #WalkRunForAbilis.

At the event, we encourage you to take team photos and post them on your social media sites. Look for our designated photo shoot area.