



WALK TO FIGHT ARTHRITIS HOW TO FUNDRAISE

The No. 1 reason why people donate is a simple one: *because someone asked them to.* Fundraising's golden rule is equally as simple: *you raise money when you ask for it.*
So get the word out!

ASK personally

*Share your own story, not just statistics.
Connect with your donors through your personal relationship with them.*

ASK everyone

Think beyond family and friends – how about your neighbours, coworkers, doctor, barista, grocery store clerk – anyone you regularly contact.

ASK big

*If you ask someone for \$100, you might get \$100, or perhaps you'll get \$75 or \$50.
Whatever the case, it never hurts to set the bar higher.*

ASK confidently

You are not asking for money for yourself; you are asking for funds to help find a cure for arthritis so millions of Canadians can face a future without chronic pain.

ASK IN 5 EASY STEPS

- 1** *Identify the issue you are trying to address. Example: There are 4.6 million Canadians living with arthritis.*
- 2** *Relay why it is important to you. Example: My wife has arthritis. Every day, I watch her struggle with the pain of this disease.*
- 3** *Share what you are doing about it. Example: I registered for the Walk to Fight Arthritis and am raising funds to help find a cure for arthritis.*
- 4** *Ask your donor to take a specific action. Example: Will you make a \$50 donation in support of my wife and the 4.6 million Canadians living with arthritis?*
- 5** *Just wait and let your donor respond.*