

SATURDAY, NOVEMBER 6, 2010



FUNDRAISING TIPS AND TACTICS

“Never think you need to apologize for asking someone to give to a worthy cause any more than if you were giving him/her an opportunity to participate in a high-grade investment. The duty of giving is as much his as is the duty of asking yours.” –John D. Rockefeller, Jr.

1. The main reason people don't contribute: NOBODY ASKED THEM! So ASK! ASK!
2. Make it personal. People don't give to institutions; they give to the person who asks them. Communicate your reason for participating in the Norwalk Row for the Cure® and share your story with potential donors. Remember that you aren't asking for the money for yourself. Pledge donations will benefit many individuals, provide free mammograms and save lives.
3. Don't get discouraged. If you aren't getting any “nos”, you aren't asking enough! OR maybe you're just THAT GOOD!
4. START NOW! Begin collecting those pledge donations as you prepare for the Row. The fundraising deadline is November 3rd to be eligible for the prize for top fundraiser.
5. DO A LETTER–WRITING CAMPAIGN. Look at the various sample letters on our website:
<http://www.norwalkriverrowing.org/rowfortheCure2010.html>
Choose one that is appropriate and send it to your whole holiday card list. If you include a stamped self-addressed envelope, people will send their checks. (or see online option below)
6. Hang a Race poster and a few brochures at your desk or on your fridge at home. Be prepared to tell people how important the Race is to you and ask them to support you by making a donation.

ONLINE DONATIONS AVAILABLE

Donations can be made online at:

<http://www.active.com/donate/rftcnorwalk>

Donors can either specify you by name when they donate online, or you can set up your own associated donations page by clicking “Become a fundraiser” at the top of the Donations page and following the instructions. You can post links to your fundraising page to Facebook, Twitter, email, etc..



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MORE TIPS

1. Always set a high goal. Find out the average amount each walker usually raises to give yourself something to shoot for.
2. Go first to people you know will give the most, which will set a benchmark for others.
3. Don't apologize for asking. This is an opportunity for them to support a great cause.
4. Don't forget to sponsor yourself.
5. Ask local businesses you frequent, such as your hairdresser, chiropractor, or massage therapist. Don't get discouraged. Remember, you're not asking for money for yourself, but for people in need.

ALL PLEDGE DONATIONS SHOULD BE SENT TO:

Norwalk River Rowing Association
1 Moodys Lane
Norwalk, CT 06851

