



# Steps2Cure NF Run/Walk Sunday, October 22 Fundraising Tips

- Start fundraising early!
- List your contacts, family, friends, neighbors, co-workers, local businesses, professional colleagues, etc.
- Have a timeline for your fundraising activities to prevent last minute fundraising.
- Create a fundraising page at [FirstGiving.com](http://FirstGiving.com)
- Create a fundraising message/letter.

Effective letters include:

- Introduction (purpose for your letter, your personal connection)
  - Request (share the fundraising goal, how to donate)
  - Where the money raised goes (provide information regarding NF and NF, Inc.)
  - Closing (thank you, your contact information)
- Send the fundraising email message and/or letter with a link to your FirstGiving webpage.
  - Explore obtaining corporate sponsors since many businesses have a budget set-up for charity.
  - Explore obtaining corporate matches from businesses that will match funds raised or donated by their employees.
  - Consider publicizing your Steps2Cure NF Run/Walk and fundraising website in your local newspapers.
  - Send a reminder email a few weeks prior to the event to prompt more donors to contribute.
  - Send a post event thank you letter to donors and sponsors, including the outcome of the race, amount raised, etc. Adding a picture of you/your team or a race anecdote is also a nice touch and personalizes your letter.

Thank you and good luck in your fundraising efforts!