

Fund-Raising Made Easier

These general guidelines can help make your fund-raising easier:

- **Get an early start!**

Often, the people who raise the most money are those start a few months before the walk. Draft a simple, attention-grabbing introductory letter that describes what you are doing and why. Don't send your letters to just family and friends. Dare to approach businesses and companies that you or your family have connections with. You'll be surprised with the results!

- **Set a specific objective.**

- Aim for a realistic, achievable objective.
- Choose a strategy and collection techniques that you feel comfortable with.
- Monitor your progress closely.
- Dare to ask! If you don't ask, you won't receive.
- Suggest targets that prospective donors should be available to achieve easily.

- **Use letters and e-mails to solicit donations.**

- Write to prospective donors explaining why you are taking part in the walk and how they can support you. If you decide on e-mail, you will be able to use online solicitation software as soon as you register with www.sla-quebec.ca.

- **Solicit you friends, neighbors, and coworkers!**

- Who knows? Maybe they will want to help you raise funds and go with you on the walk!

- **Organize an activity**

- Small-scale fund-raising activities are often effective. Some suggestions are: a benefit dinner, baked-goods sale, casual-dress day at work, a pin sale, and a bowl-a-thon.