



Wild West MS
WALKABOUT

August 20 -22, 2010

Fort Collins, Colorado

3 Days, 50 Miles

“The Journey of A Lifetime”

FUNDRAISING GUIDE

www.wildwestmswalkabout.org

Supporting Those Living With MS

The Wild West MS Walkabout is about moving beyond limitations. You will push yourself physically and challenge yourself emotionally. Fundraising pushes many of us outside our comfort zones. But once you get started you'll find that it's a lot easier than you might imagine! In fact most of our walkers raise quite a bit more than the \$750 minimum. Our goal is to have 100% of walker-generated funds go directly to support those who live with multiple sclerosis. Last year we were able to meet that goal thanks to sponsors who underwrite the cost of the event. Below are a few insights and suggestions to help you achieve your goal, and please remember that we are here to support you each step of the way.

You may begin collecting and submitting contributions immediately. We are enclosing a pledge tally sheet to help you track donations. Please include your walker identification number on each pledge form or contribution receipt slip so we can be sure to post these funds to your walker account.

There Is Power in Your Action

Your commitment to walk will effect change in peoples' lives, as well as your own. It is a message to those with the disease that they are not alone; that people care about them and are willing to go the extra mile to show their support. It is a message to contributors that this cause is important. Your enthusiasm is contagious. As people see your belief in your cause, they will share in your enthusiasm, and help support your goals, becoming an integral part of your amazing accomplishment when you cross the finish line.

Steps to Successful Fundraising:

1. Be Proactive

Start your fund raising now—don't procrastinate! Successful fund raising is intentional, planned and diligently executed.

2. Set Your Goal

This challenge is about going beyond what you thought possible. Set your goal a little higher than you originally anticipated, and strive to meet the challenge.

3. Make a Plan

Break your pledge goal into smaller goals, then schedule those goals on a calendar. Visit the Support section of our website for the \$1,000 in Ten Days plan.

4. See It Through

This step is crucial to fulfilling your goal. Once you've mailed out letters, call recipients to ensure they've received your letter. Ask if you can count on their support. Send thank you notes to people who have made contributions. Give your donors updates on your fund-raising and training progress. Invite them to celebrate with you at the finish line.

5. Inspire Others to Share Your Goal

You are walking on behalf of the more than 400,000 people with MS in the United States. You are not asking for the contribution for yourself, but on behalf of the individuals who live with this destructive disease.

METHODS FOR RAISING DONATIONS

Letter Writing

Send letters to everyone you know (business associates, family, neighbors, far-away friends, college alumni, members of club or professional organizations you've belonged to). People whom you'd least expect may feel a connection and want to help.

Remember the following tips when writing your letters:

- Make it easy for people to give.. Always include a self-addressed, stamped envelope with your letter and pledge form as well as instructions for how to donate on-line. You can create your own webpage and accept secure, on-line contributions at Active.com
- Make it personal. Include details about yourself and your commitment to fighting MS.
- Include a deadline as a gentle nudge to get contributions in.
- Always thank anyone who helped in previous years.
- Take the opportunity to catch up with old friends and family members.
- Follow up with a note or phone call to those who have not responded. Send a thank you note once you receive a pledge.
- After the Wild West MS Walkabout, send details of the event, a photo, and stories to tell your supporters how you did.

Sample Letter

May 30, 2009

Dear Friend:

About 12 years ago a close friend was diagnosed with Multiple Sclerosis, (MS). A once active and energetic man, his life has drastically changed over the past decade. What began as numbness in his left arm has become a constant feeling of fatigue, trouble with balance and, on particularly rough days, trouble walking. His doctors have told him that over the next few years he will probably lose his ability to walk, along with many of his motor skills; essentially, the active lifestyle he has always led. His ability to work has been effected, and the illness is depleting his savings. He is doing what he can to raise money to battle the devastating disease, and as his friend, I am doing what I can.

My goal is to raise \$750 by walking 50 miles over 3 days. I am now asking for the help of my friends to reach my goal. 20% of the money raised will go to the National MS Society to support research and the Colorado chapter and 20 % will go

to the Rocky Mountain MS Center. The remaining 60% will fund the Walkabout's grants program. These grants are available to help defray the cost of equipment, therapies, and other items necessary to assist people living with MS

If you are able to contribute toward the aid of people living with this disease, please mail a check, payable to Center for Neurorehabilitation Services Foundation with WWMSW written in the memo line, in the self-addressed, stamped envelope. Please also include the pledge form. My gratitude is great for any contributions you can so generously make.

Sincerely,
Bob Smith

Phone Calls

Here are a few suggestions for successfully raising funds over the telephone:

Develop a Contact List

Determine who needs to hear your voice in addition to receiving a letter.

Plan Ahead

Avoid awkward pauses by knowing what you are going to say before you call.

Make the Call

Explain your commitment to the fight against MS. Then state your fund raising goal. Ask for a specific amount, but reinforce that all donations make a difference.

Say Thanks!

Regardless of the response, thank them for their time, consideration and support. If someone is unavailable to assist financially, invite him or her to volunteer at the event.

Follow Up

It may seem like a detail, but it's a critical step in fulfilling your goal. Once you've had someone commit to a contribution over the phone, send a letter including the agreed upon amount. Enclose a self-addressed, stamped envelope.

Make It Count!

Again, your enthusiasm is contagious; if your contacts know that this event is significant and purposeful, it will be important to them.

Other Fund Raising Ideas:

Walkabout Parties

This can be a fun way to raise awareness and meet your pledge goal in one afternoon or evening. Have someone who has been affected by MS give a short presentation. It is a good idea to have pledge forms readily available, along with a designated note taker to record cash contributions for thank you note purposes.

Start a Team

Recruit others to be a of your training and fund raising team. Sharing such a rewarding experience with other enthusiastic individuals will make the experience more fun for everyone involved. Plus, you will keep each other motivated to fulfill your fundraising goals.

Additional Suggestions:

Go Big— ask your company to sponsor you.

Garage Sale

Auction

Golf Tournament

Bunko Game

Elks Club Sponsored Event

Wine Tasting

Car Wash

Contact Information:

For more fundraising tips and information, please visit our website at www.wildwestmswalkabout.org or e-mail Kris Clagett, Walker Coordinator, at krisclagett@msu.com