



# Chasing Butterflies

THE WALK FOR TURNER SYNDROME

## Fundraising Guide

### General Tips

- Set a fundraising goal for yourself.
- You won't get a donation unless you ask.
- Start asking for donations early, even if the walk is weeks away. The more time you give yourself to raise money, the easier it will be to reach your goal.
- You may hear "No" before you hear "Yes", so don't get discouraged from a few "No's"! Be understanding and just ask someone else.
- Don't know who to ask? How about friends, neighbors, immediate and extended family, or teachers?
- Don't know what to say? Tell people your story... your story of TS and how TSSUS has helped you. People love to support people!!
- Host a party before or after you walk to have fun, raise more awareness or extra money.
- If anyone donates by check, all checks should be made out to TSSUS. Just mail them in. All donations are tax-deductible and will be acknowledged when received online or in office.

### Using the Website Tool

- Find your walk registration page on the website.
- Click on [Create a Fundraising Page](#).
- Login to your account; use the same one you registered for the walk with.
- The [Social Fundraising Page](#) should pop up; click [Create Page](#) and write whatever you want people to know about your life with TS, TS itself or how TSSUS has supported you.
- Use the [Share My Page](#) feature to put on social media or to send in an email; just copy and paste the fundraising link provided into your own email and send it to whomever you chose.

- The website will track who donates online to your walk. Then, just thank to your supporters.

### Ways to Ask

#### In Person

- This can be the most effective way to ask for a donation, since you are asking another person face to face.
- Be sure to share your story, and why you are participating in the Walk for Turner Syndrome – they won't be able to say no!

#### Phone Calls

- If you don't know someone well enough, or if people you know live too far away for a face-to-face ask, pick up the phone!
- Phone calls can be just as effective as a face-to-face ask.

#### Social Media

- The majority of fundraising is done online in today's hyper-connected and wired world.
- Post your fundraising page to your social media accounts, like Facebook and Twitter.

#### Email or Snail-Mail

- Writing to everyone you know is still one of the best ways to get a donation – regardless if you send the letter via snail-mail or e-mail.
- In the letter, share your personal story (if you feel comfortable sharing it), inform people about TS and the work TSSUS does, and ask for a donation to support you.
- Once you have written a heartfelt letter, make copies of it, personalize it to each recipient, snail-mail it or e-blast it out to everyone you have an address or email for. The best part about this way is you choose who to send it to.