

## Great Ideas and Tips from Top Walkers

*Simple steps from walkers who feel lupus deserves the same support as all other causes – ask, people give because you asked and because they care about you!*

### Mary Ann Gibson, Piedmont Chapter

- First time walker in 2008, raised \$2004
- Captain of Team Hope; team she formed in memory of her daughter, Hope, who passed away last year due to complications of her lupus
- Corporate Match: Shared success with getting corporate match for volunteerism. (Dollars received are based on number of volunteer hours worked.)
- Raffle: 50/50 raffle at bowling alley over a five day period – raised \$1,200
- Year-round Fundraising: Her team is going to do one fundraiser per month and deposit the income into a money market account. All funds will be put towards walk next year
- School-based Fundraising: Her granddaughter's school (Hope's child) is conducting "Pennies for Hope," a 30-day campaign. Children bring in pennies go complete "Hope's Garden." For every \$20 raised, the flower gets a pedal. Goal \$1K
- Email Campaign: Mary Ann sent hundreds of emails and reminders from those who didn't respond. if not opened; for those who don't open, printed donation form and copy of her webpage and mailed

### Carolyn Cuppernull, Greater Washington

- Top Team Captain who is also a stellar fundraiser; she has raised \$5,800 so far
- Her team currently has 56 people and has raised more than \$12,000
- Internet Tools: Carolyn urged everyone to use the internet tool available on the website; she used the template letters provided
- Cast a Wide Net: She puts a note in her holiday card so that her team members can save the date and donors will know to expect a request for support.
- % of Sales: Encourages her friends who have businesses to give a portion of sales to the LFA

### Terry Sanders, National Walk Director - Tips to become a Top Walker

#### 1. Make a list from the following:

- Go through you personal email contacts
- Go through work email contacts
- Go through your holiday card list
- Who has asked you to support them in something (including buying gift wrap, Girl Scout cookies, etc.)
- Co-workers, superiors, subordinates
- Work vendors – even if you're not technically in purchasing, you deal with vendors probably every day. (I asked the executive recruiting firm who got me my first job at LFA and they gave \$250! I asked our printer and they gave \$200!)
- Personal vendors – realtor, beautician, dry cleaner, auto mechanic, pharmacist, grocer
- Physicians and health care professionals you see

2. **Write your email/letter and share why you are walking. What is your connection to lupus? How has lupus affected you and your family? Why should your donor support the LFA – get language from the website, your Chapter or Walk Manager. Be sure to include your personal webpage URL. (I'll be coming back to that later.) Include URL as online donations are higher...**
3. **Decide if email, snail mail or in person is best. If in person, still provide a copy of your letter so that your potential donor knows your story**
4. **Be brave and bold – when someone participates in a cancer walk, they are not embarrassed, ashamed or reluctant to ask for support. Lupus deserves the same support. You will likely find that people are happy to support. Some walkers have shared how touched they've been by the overwhelming support they've received and wonderful notes and letters.**
5. **Send the email through your personal email provider with a link to your personal webpage. Do this so that your email address is recognized by the recipient and message doesn't go into spam or junk. If your chapter walk does not offer online fundraising, you can still set up a page for free at [Firstgiving.com](http://Firstgiving.com).**
6. **Ask your purchasing department to ask company vendors to support you**
7. **Find some local businesses who will sell butterflies (if your chapter/walk is utilizing these)**
8. **Ask your friends and family who are not fundraising themselves if they would forward your email on to all of their contacts (I picked up a sponsor in Mnpls through my 84 year old mother. Her long time friend's husband had lupus...)**
9. **Be a "balanced walker" – fundraise online and offline**
10. **Matching gifts – traditional and non-traditional; corporate gifts for volunteer hours**
11. **Auto-signature**
12. **Challenge yourself to ask five new people each day**
13. **Follow up!!! As you get closer to the Walk date, add a sense of urgency to your message**
14. **Most people do a bulk of their fundraising in a short period of time**