

How to Help Your Walkers Be Successful

Every Walker is a Fundraiser – Help Change Lives!

The #1 reason people donate is...because they are asked!

Step 1: Register and create your web page

- Register and create your own fundraising page online at LupusWalkAtlanta.com. This is the quickest and easiest way to raise funds, especially if you're shy about asking. You will reach an unbelievable goal by sending personalized emails with your link, your picture and your story to all in your address book.

Step 2: Develop your mailing list

- Download your address book to your personal web page. You can easily send and track emails and donations on your web page.

Step 3: Share your personal story with a picture

- Instill passion! Tell people why are you walking and how lupus has affected your life and your family. Don't forget to add your picture! Friends and family will respond to your personalized and passionate story. See sample letters in this handbook and on our website. Call the Chapter if you need help!
- Share the devastating statistics and real-life impact of lupus. Email and post the Lupus Facts Sheet available online at LupusWalkAtlanta.com. People will give donations because you asked and because lupus is important to you! Be sure to include:
 - Your fundraising goal
 - A deadline for donations (before Walk date)
 - State that their donation is tax deductible
 - State that all checks should be made payable to LFAGA

Step 4: Personalize your everyday email signature

- Add your Walk web page address to your email signature. Every email can raise awareness and increase donations.

Step 5: Call & mail your request letter

- Our top fundraising walkers felt that *also* sending a hard copy of their online letter was the key to their success. Everyone receives so many emails. The hard copy letter may be that "extra touch" to encourage those you emailed to respond to that saved email in their inbox with your web link, where they can donate online.
- Set aside time to call those you can't email or don't see. That call could make a huge difference.

Step 6: Check back

- Check your Walk to End Lupus Now team account daily, just like your bank account. If you receive checks, turn them in on Walk day or mail the checks to the LFAGA office with your team name.