

Basic Fundraising Guidelines

Here are some basic fundraising guidelines and tips to get you started, but don't limit yourself- be creative!

Ask friends and family face-to-face. Asking individuals face-to-face is the most effective way to raise money. While you may fear rejection or feel embarrassed, often all you need is the confidence to ask potential donors for support. Be fully informed, and the request will be a breeze.

Don't apologize for asking. Remember, you are not asking for the contribution for yourself, you are asking on behalf of the Lupus Foundation of America Connecticut Chapter and people with lupus.

Educate your potential donors. Often people will feel more comfortable about making a contribution if they understand what they are contributing too, and how the money will be used. You will find helpful information to educate donors on the Lupus Foundation of America Connecticut Chapter's website and in the 2009 Participant Guide.

Personalize it. Share your story, and let people know why you are asking them to support you. For example, if you are walking for a loved one with lupus, include a picture, explain how lupus has affected your loved and that the money raised will make a difference in the lives of people with lupus by funding important research, education, and support services.

Use email and the Internet. Email friends, family members, and co-workers so they are aware you're raising money and they can visit your Personal Page to make a donation.

Speak up. Make a short presentation at your place of worship, job, local community or civic organizations, or any group you volunteer with or have a connection to.

Check to see if your employer or any potential donors have a matching gift program. This is an easy way to raise additional money. Be sure donors provide you with the matching gift form used by their company.

The earlier you ask the better. The sooner you start reaching out to people to raise money the sooner you'll see your pledges start to climb.