USEFUL FUNDRAISING TIPS
PROCEEDS BENEFIT THE MUSCULAR DYSTROPHY ASSOCIATION

ONLINE

SET UP A PERSONAL FUNDRAISING PAGE
Once you are registered, it will ask you to set up a personal fundraising page. You can self-fundraise to earn great 30th Anniversary MDA Ride for Life incentives like shirts and hats! Once your fundraising page is set up, you can send emails and share your link on social media.

IDENTIFY YOUR RIDE FOR LIFE HERO:
A great person who can help you surpass your Ride for Life goals!

WHO MAKES A GOOD HERO?
• Assistants
• Co-workers
• Supervisor or corporate leadership
• Spouse
• Siblings
• Best friend
• Other family members
• Social Media Friends (Facebook, Twitter, LinkedIn)

COMPANY SUPPORT
Your workplace is a great place to begin when raising money for Ride for Life. The people you work with would be proud to know that you support such a great cause. Add your personal fundraising link to your company websites – Intranet and Internet.

TIPS
• Broadcast an e-mail to everyone in your company asking for support
• Place a short appeal flyer in everyone’s paycheck asking them to support you
• Send press release for placement in the company newsletter
• Ask your company to Match your fundraising efforts (company donation request doc)
• Reach out to all company vendors and business partners to donate towards your goal

ASSOCIATES

TIPS
• Prominently Display Ride for Life materials in your work area
• Send out an e-mail to your company address book – be sure to follow up with a phone call
• Who do you talk to on a daily basis? Make sure you ask them to help.
• Enlist a Ride for Life Hero to assist you in raising your raising money towards your goal
  - Have associates and colleagues ask valued vendors or business partners to support your participation by contributing to MDA
• Organize a special event the week before Ride for Life to help take you over the top!

FAMILY AND FRIENDS

TIPS
• Make a list of all your friends, neighbors and family members and ask each one for a donation.
• Don’t forget to send e-mails to friends from your past who might live out of town (school friends, former colleagues, clubs and church members)
• Post a message and/or image on your social networking sites (Facebook / Twitter, etc.) driving people to your donation page

DON’T FORGET TO ASK YOUR...
• Accountant
• Lawyer
• Doctor
• Dentist
• Dry cleaner
• Golf/Tennis/Social friends

FUNDRAISING TIPS OF THE TRADE
SOME GREAT IDEAS AND EASY THINGS TO SAY TO START RAISING MONEY RIGHT AWAY:
• “I am only $25 away from my goal, can you help me?”
• “I have the pleasure of raising enough money to sponsor kids to attend MDA Summer Camp. Can you help contribute to that?”
• “Remember when you called me to buy raffle tickets, Girl Scout cookies and wrapping paper? Now I need your help!”

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