

FIVE SIMPLE STEPS TO SUCCESSFUL FUNDRAISING

1. Set Goals:

- Know how much money you are willing to ask for from friends and family.
- Know that you will be able to participate physically and train to be comfortable snowshoeing 3.2 miles (a very nice walk in under an hour).

2. Make a commitment to both your goals and the event and remain dedicated to the cause:

- Don't allow yourself to get discouraged, know that you can achieve both the financial and physical goals that you set for yourself.
- The more committed and excited you are about the process, the more excitement and support you will generate amongst your friends.

3. Be consistent and persistent in your fundraising requests:

- Write the same request letter/email to everyone and make it easy for them to contribute (by mail or on your webpage), remind them of donor deadlines.
- Remind them again.
- If they haven't donated yet, remind them again.
- Let friends and family know that this is important to you and consider making this your cause by being an annual participant.
- If they still haven't donated, remind them once again.

4. Stay organized:

- Keep track of who you have asked to donate to your campaign (It's easy with your personal online fundraising page; best to stop after the fourth or fifth request).
- Keep track of all who have chosen to contribute to your total – and how much they donated.

5. Give thanks:

- Your 'team' of donors believes in you and your abilities, thank them for their support when you receive a donation.
- Send thanks when the event is complete to let all of your generous contributors how successful you were and how much money was raised by all the participants.

HOW I CONVINCED FAMILY AND FRIENDS TO GIVE NEARLY \$25,000...

One of the fundamental principles in my life is to 'give back'. This phrase has a different meaning for every one of us and for me it means to contribute in whatever way I can to causes that are important to me. I have volunteered with elders and animals since I was a child and I donate blood almost every ten weeks. These are areas where I can be a positive factor without dedicating finances. I chose the Tubbs Romp to Stomp Series as one of my causes during its inaugural year because the recipient of the funds was important to me as a woman and as one who had people in her life affected by breast cancer (additionally, it was a great reason to train in the winter and switch up my exercise regime to snowshoeing!). By mobilizing and rallying my friends both financially and physically, I have made the commitment to participate and be a dedicated supporter since 2003.

In the past six years, I have confirmed a thing or two about grassroots fundraising. The biggest lesson for me is that it truly works and becomes more successful with sustained efforts. As with anything in one's life there are a few key tenets that will assure success: **GOALSETTING, PERSONAL COMMITMENT, ORGANIZATION**, consistency and a little known secret – thanksgiving and gratitude. If one is willing to subscribe to these five things, a successful fundraising campaign will unfold almost effortlessly.

GOALSETTING is an incredibly important first step and this is something that only you can determine. What physical and monetary targets are you willing to commit to personally to make this an attainable and satisfying endeavor? My first year, I set a modest fundraising goal of \$500.00; my

physical goal was to finish a 10K snowshoe. I had the good fortune of accomplishing both with resounding success – I raised more than \$1100 with the help of family and friends and in addition to the Colorado Romp to Stomp, I participated in three 10K snowshoe events. I had never snowshoed before the winter of 2003!

BE TRUE TO YOURSELF AND COMMIT FULLY TO THE EVENT, both financially and physically. Enlist the aid of family and friends to support you and participate with you and believe that what you are about to undertake is possible – unequivocally. Envision the snowshoe portion of the day and know that it's one of the loveliest walks in the you will take. Envision your fundraising goal, realizing that it is fully within your grasp and then commit to yourself that you are going to complete both aspects of the day. By dedicating yourself to the process, you will also instill confidence in your supporters and may generate even more donations!

Start the fundraising process early enough to inform your friends, accommodate tardynail mail, foiled servers and reach your goal. **BE CONSISTENT IN YOUR REQUESTS!** Start early in the process and tell your potential donors the story of your quest; stay true to this story as you share your updates and training information. 2010 will be the eighth year that I support the Romp to Stomp Series, I notify my donors earlier each year and it helps add to the final tally. In January, I register in the Colorado event and personalize by fundraising webpage. Once this is complete, I send out an email to remind my donor 'team' of my intent to participate. I send an email every two weeks to encourage potential donors. There is one final touch to my ongoing campaign I'm a little corny and I mail **ST. VALENTINE'S CARDS** every year. This has proven to be the perfect foil for my fundraising efforts because the Colorado event is a month after the holiday. In each card, there is a letter from me with a request to financially participate in meeting my year's Romp to Stomp goal; I include the website to make an online donation and forms to fill out with address, email and donation amount along with a stamped self-addressed envelope! My mailing list now exceeds 250 friends and family and this has yielded great results. This is my cause of choice and the only charity for which I have chosen to raise

money. It is easy for donors to contribute because the request is repeated and the results are emphasized each year!

The fourth crucial ingredient in fundraising success is **ORGANIZATION**. An easy way to start organizing your donor campaign is to make a list of all the friends, family, colleagues and acquaintances who you are comfortable asking for donations; divide your donation goal amount (that goal you set in step one) by the number of people on this list. The sum that you reveal is a great answer when friends ask, "How much should I donate?" There are pledge forms available with the Tubbs registration packet, this form also legitimizes your efforts for the random skeptic in the group. For my fundraising efforts, I have created a spreadsheet with names, addresses, emails and amount donated each year, this is an invaluable tool for me as it instantly creates a data bank for the next years fundraising. When you send out emails to your friends soliciting donations, be sure to do two things: put all of the emails in the 'BCC' (or blindcopy) line and remove the donor's name from the next round of emails when they make their \$1000 contribution! Keep a list of who has donated to your fund so they don't continue to receive your requests and will instead receive a confirmation of their gift.

Finally, **REMEMBER TO THANK YOUR FRIENDS AND FAMILY** for donating to your fundraising efforts. There are a number of wonderful organizations that use athletic events to raise funds for research and other needs. Your team of donors didn't have to open their wallets or write a check, but they did – be appreciative! The list of donors that you created because you are organized will help you to thank all who contributed to your day's total – and the overall success of the event and the Romp to Stomp Series. In your final communiqué to your donors, include the final total that they helped you to raise and the total that was raised by all the participants at the event. By including your donors in the sharing of this information, it becomes clearer that we can all contribute and give back in a number of ways. Good luck with fundraising, have fun with the process and see you out on the trails!

**FOR MORE FUNDRAISING INFO VISIT
WWW.TUBBSROMPTOSTOMP.COM**