

## Buddy Walk 101 – Fundraising Questions

1. **I've never done fundraising, how do I get started?**
  - a. Easiest way is to utilize the DSA Buddy Walk registration website. It will help you:
    - i. Set goals
    - ii. Communicate your story
    - iii. Connect to your social media (Facebook, Twitter, Instagram...)
    - iv. Track your team members and view money raised.
2. **Who do I reach out to for donations?**
  - a. Family and Friends always have your back. Also ask them to share with their friends – the snowball effect will keep it moving
  - b. Check with your employer to see if they have non-profit contribution programs. Most companies have a charitable giving program and would love to help you! Or some companies may have “Jean Day” where the money raised is given to local charities – See if you can get DSA of the Midlands on the list!
  - c. Local Businesses also enjoy being able to help out the community. See if you can post a flier in their window about the Buddy Walk
3. **Do you want to win the prize for most money raised?** Host a Fundraising Event! The team who won last year Joseph Tran's team “Property of Joseph” held an Ice Cream social at a Town Hall. This put them over the top! Here are some hints to set up a fundraising event.
  - a. Pick a Venue- Think through how many people you expect to attend and plan your venue off of this.
  - b. Involve your Team – Everyone always wants to know how they can help. Getting a good turnout to your event.
  - c. Advertise – Send out emails, hang fliers in your neighborhood as well as the neighborhood of the venue.
  - d. Have Fun and Thank Everyone!!

FUNDRAISING

