

FUNDRAISING 101 GUIDE

Welcome!

Thank you for joining this year's Walk for Apraxia. In addition to being the largest fundraiser for Apraxia Kids, the Walk is also a special time to celebrate the hard work and accomplishments of children who have childhood apraxia of speech. Whether you have walked before or are taking your first steps, you are now registered as part of a tight-knit community empowering children to grow in their confidence and capabilities.

This fundraising guide is designed to provide you with the tools and information necessary to achieve your fundraising goals. The Walk for Apraxia team is happy to support your efforts and will be able to connect with you beyond this guide, if help is requested. However, we are confident that if you use the resources listed in this guide, you'll meet (and possibly exceed!) your commitment this year, while having fun at the same time!

Where Does the Money Go?



What you'll find in this guide

Welcome	Pg. 1	Be Creative & Have Fun	Pg. 6
Where Does the Money Go	Pg. 1	Who to Ask? Donor Worksheet	Pg. 8
4 Steps to Fundraising	Pg. 2	Fundraising Calendar	Pg. 9
Fundraising Tools	Pg. 4		

4 Steps to Fundraising

Step 1 – Personalize

Now that you've decided to join in the fun, it's time to get loud and proud about the work you're doing on behalf of Apraxia Kids! Set the bar high and think BIG! Start by personalizing your Participant Center, where people will go to learn more and donate to your campaign. Upload a photo of yourself and include a few words about why Apraxia Kids and the Walk for Apraxia are important to you!

To customize Your Participant Center, Log-in and Click on "Edit Personal Page":

- 1** Make It Personal. There is informational text available about the Walk for Apraxia in the editable section for your page, but nothing is more compelling than your own words. Write your story and add a photo to further personalize your mission. See the Guide to using your Participant Center for more detailed instructions.
- 2** Create a URL Shortcut. Create your link so that it's easy to share with your followers. Put the link in your emails, postcards, and notes you send out to make it easy for people to find you and donate.
- 3** Share Your Page. Share your page on social media to recruit more team members and raise more money. For more information on how to use social media, check out our Social Media Guide.
- 4** Send Emails. Email templates are available in the Toolkit tab of your Participant Center. Click the Email Templates PDF to find a message you wish to send. Copy and paste the message directly into the body of your email. Include your personal story, why you're raising money, why it's important to you, and where the money goes. Don't forget to include your direct link to donate.

TIP: Be the first person to donate to your campaign. Participants who make their own personal contribution before asking for donations raise an average of THREE TIMES more money than those who don't.

Step 2 – Ask

Over the years, we've seen that our most successful fundraisers have one simple thing in common: they ask as many people as possible for support in very personal ways. Don't procrastinate! From the moment you register and complete Step One, ask everyone you know to donate to your fundraising page or join you as a team member.

1 Gather the contact information of the people you've identified as potential donors. We recommend starting with friends and family; current or former colleagues and classmates; donors who have supported you in the past; your professional, volunteer or religious network; and your social media connections. Print the [Who to Ask? Donor Worksheet](#) (Pg. 8 of this PDF) as a way to track donations.

2 Second, write out your first ask. An excellent fundraising email, note or letter should address the following:

- What is the Walk for Apraxia and where does the money go?
- Why am I participating?
- What is my fundraising commitment and how much progress have I made?
- How can a donor support me?

TIP: Don't think of fundraising as just asking for money. You are an advocate for a great cause! Apraxia Kids provides education, advocacy, support, and research for thousands of kids, families, and professionals each year and we couldn't do it without you.

Step 3 – Remind

As you fundraise, you may encounter donors who pledge their support but forget to follow through. This is why it's so important to send reminders to those who have not yet donated to your fundraising campaign. Remember, you have until December 31st to meet your personal fundraising goal, so we suggest sending a final reminder as you approach that goal, even if it is after the Walk for Apraxia. The timing will lend a sense of urgency to your request and allow you to share the story of what you have accomplished. Here is an example of a great pledge reminder:

Dear [NAME OF SUPPORTER],

I wanted to send you a quick note today to share that I almost reached my goal for the Walk for Apraxia! The Walk for Apraxia is such a rewarding experience, particularly seeing all the Apraxia Stars, children with childhood apraxia of speech, being celebrated for their achievements! I am also excited to share that I am [PERCENT]% of the way to my goal of \$[AMOUNT] this year!

If you are able to support me as I close out my fundraising efforts, I would be so grateful. While I am so proud to participate in the Walk for Apraxia, I know the real work doesn't stop until we reach our goal of supporting thousands of families and professionals that turn to Apraxia Kids for continued education; community engagement and outreach; and advocacy and research. Remember, your donation impacts families and professionals not only close to home, but also from around the world.

You can donate to my online fundraising page at [INSERT THE LINK TO YOUR TEAM PAGE HERE], but hurry- fundraising ends on December 31st!

Thank you so much for all of your support this year. I couldn't have done this without you!

Love, [YOUR NAME]

Reminder: you can find this and many other Email Templates in the participant center.

TIP: Don't be afraid to ask people who live outside of your community, state, or country to support you. Remember, Apraxia Kids serves many different populations, meaning that almost everyone you know might have been impacted by childhood apraxia of speech.

Step 4 – Thank

You're well on your way to reaching, and likely exceeding, your fundraising commitment. It's time to thank your donors. As time-consuming as it can be, nothing is more important than taking the time to say thank you to all of the people who supported you. Whether you create your own postcards or write a quick note electronically, always take the time to thank each of your donors.

Fundraising Tools from Apraxia Kids

Point of Sale

Invite your friends, colleagues and community members to support the Walk for Apraxia by creating a display of Be The Voice paper stars. Give your Walk fundraising a boost while you raise awareness about childhood apraxia of speech.

HOW IT WORKS:

- Ask permission to organize this fundraiser at your school, office, health club, place of worship or anywhere you think might be a good location.
- Decide how and where to display the paper stars. Ideas include: office doors, windows, cubical walls, hallways, break rooms, lobbies and hanging from trees.
- Offer visitors the opportunity to make a donation and invite them to write their name on a paper star, which represents their promise to Be The Voice for those children and individuals struggling to find theirs. They may also choose to indicate if they are honoring a child or a Walk for Apraxia team, e.g., "In honor of Sarah" or "In honor of Team Frankie's Force".
- Hang all the stars in your chosen location.

ORGANIZING A BE THE VOICE PAPER STAR FUNDRAISER:

- Raise money. An interactive way to engage your colleagues or peers in your Walk for Apraxia efforts. Typically, participants encourage a \$1 to \$5 donation in exchange for a star. All funds raised support the programs, education, and research efforts of Apraxia Kids.
- Increase awareness. Your star can remain displayed beyond the day of the fundraiser to reinforce how many people at that location support the Walk for Apraxia.
- Have fun. There are many possibilities! You decide where you want to hang your stars. You may even want to stage a friendly competition among your team — Who raises the most money? Which team member can grow their display the fastest?

[Click here to order your Point of Sale Paper Stars today!](#)

Casual for a Cause

Invite your colleagues to get comfortable while supporting families and professionals affected by childhood apraxia of speech. Casual for a Cause allows your co-workers to wear jeans (or dress down) in exchange for a donation to the Walk for Apraxia.

HOW IT WORKS:

- Ask permission to host a Casual for a Cause event at your office. Check with your human resources department.
- Determine a time frame — a week or maybe even a month – during which your colleagues can participate.
- Offer colleagues an opportunity to make a donation of \$1 to \$5 toward your Walk for Apraxia team in exchange for a Casual for a Cause sticker. Each sticker is good for one day of casual dress.

CASUAL FOR A CAUSE IS A GREAT WAY TO:

- Raise money. Invite your colleagues or peers to support your Walk efforts. Remind them that their donation goes directly toward your fundraising goal and that all funds help to advance efforts made by Apraxia Kids to care, support, educate and research.
- Increase awareness. The event gives you an opportunity to promote the importance of normalizing the conversation about childhood apraxia of speech. And the stickers, which must be worn on the chosen casual dress day, raise awareness for the cause.

[Click here to order your Casual for a Cause Sticker Kit today!](#)

Facebook

There are many ways you can raise money, but using Facebook is a very popular, easy way for participants to connect with supporters.

- U.S. Residents - Click Connect to Facebook to directly connect your Participant Center to Facebook. By directly connecting, any funds raised through Facebook will automatically be added to your fundraising goal. It will also create a fundraiser on Facebook that you can invite friends to view or share.
- International Residents - Copy and Paste your Walk team webpage URL into a Facebook or social media post. Go to your Walk website and click on your team name to go to your team page. Once you are on your team page, copy that URL before visiting your social media page. Create a post on your social media page asking supporters to click the URL to join or donate to your team. Paste your URL at the end of the message. Once supporters click the link, they will be directed to your team page on the Teamraiser where they can either join your team or make a donation.
- Share why you are raising money for Apraxia Kids through social media by using #WalkforApraxia.
- Add a photo of yourself. If you are walking on a team with an Apraxia Star, include a photo of yourself with that child or individual.
- Share a video talking about why you are walking.
- Invite all of your family, friends, and supporters to your Facebook fundraiser. They can directly donate in the fundraiser, but you can also keep them informed by posting about your journey and the Walk for Apraxia details.

Printable Fundraising Tools

Pick one or all of these printable Fundraising Tools to help you keep track of donations and reach goals. Each are found in the Toolkit of your Participant Center. Need copies mailed to you? Email apraxiawalk@apraxia-kids.org with your request.

- KIDS Challenge – ask supporters to pick a box, donate the amount in that box, and write their name in the box. Once all boxes are full of names, you have raised \$150!
- Incentive Scoreboard - This scorecard lists ten different ways to quickly raise \$50. Pick one and earn your shirt. Pick more to earn more incentives. Hang in a visible area and fill in the fundraising thermometer to keep track.
- Champions Club Challenge – to become a Champions Club member, your team must raise \$1000 or more! Be creative and use the ideas available to help boost your fundraising efforts to reach this goal. Make a plan based on a four, five, or six month fundraising model to break up your efforts into easily attainable smaller goals.

Be Creative & Have Fun – Other Fundraiser Ideas

There are endless opportunities to get creative with your fundraising campaign. The Walk for Apraxia is a **FUN** fundraising event, after all! Here are some examples of the most fun and creative fundraising ideas we've seen over the years. For your convenience, we've ranked them from easiest to most involved.

If you would like further support when hosting a fundraiser, complete [this form](#) and the Apraxia Kids staff will be in touch.

Quick N Easy:

- Enlist your friends to host a bake sale, pancake breakfast, or car wash.
- Deliver homemade goods in exchange for donations.
- Think about ways you can help people in your neighborhood or network -mowing the lawn, shoveling snow, organizing closets, baking cookies, taking down holiday lights, addressing invitations, etc- and exchange your service for donations.
- Don't wait for your donors to think of it - get online and research your friends' and family's employers on a matching gift tool and encourage them to get their contribution matched.
- Consider asking for donations toward your fundraising goal in lieu of birthday gifts this year.
- Add the URL for your fundraising page to your email signature.
- Give out money jars and ask people to save their change for a month and then use it to donate to your fundraising.

- Enlist your friends to host a bake sale, pancake breakfast, or car wash.
- Deliver homemade goods in exchange for donations.
- Think about ways you can help people in your neighborhood or network -mowing the lawn, shoveling snow, organizing closets, baking cookies, taking down holiday lights, addressing invitations, etc- and exchange your service for donations.
- Don't wait for your donors to think of it - get online and research your friends' and family's employers on a matching gift tool and encourage them to get their contribution matched.
- Consider asking for donations toward your fundraising goal in lieu of birthday gifts this year.
- Add the URL for your fundraising page to your email signature.
- Give out money jars and ask people to save their change for a month and then use it to donate to your fundraising.

Requires a Bit of Effort:

- If you have a donor who is willing to give \$500 or more to your fundraising, leverage that as a 'matching gift.' Pick a time frame and tell your network that every dollar they give during this time will be 'matched' by that anonymous donor, up to a certain dollar amount.
- Rent a movie projector and invite friends over to your backyard movie theatre. Due to movie licensing, releasing the title of the movie or selling tickets are not permitted. Instead either ask for a suggested donation, sell concession items, or both!
- Ask a sports facility or fitness instructor to donate their space and/or time to host a tournament or class you can sell tickets or accept donations for.
- Accept donations to tune-up your neighborhood bikes before the weather warms up. Bike maintenance skills required.
- Host a dinner party or cocktail hour, and rather than asking your guests to bring a beverage or a dish, encourage them to make a contribution to your campaign.
- As football season starts up, host a tailgate to celebrate your favorite team. Ask your neighbors, friends, or even a local restaurant to donate food and beverages for the party, then charge admission to watch, eat and enjoy the game! Adding in yard games like corn hole can create fun competitions and opportunities for additional donations for entry.
- Host an Adult Spelling Bee! Take it way back to elementary school and ask each participant to contribute funds for their entry fee. Ask for in-kind donations from local businesses to be offered as your grand prize!
- Take on a freelance project and donate the proceeds you earn.
- Before the summer heat kicks in, pick a weekend morning to sell those old clothes and forgotten treasures sitting around your home in a garage sale. Ask a local coffee shop to donate hot drinks and/or pastries to sell. Bonus points if you ask your neighbors to join, too.
- Host a chili or soup cook-off with your co-workers or neighbors. Tasting judges can be charged for each voting ballot and whoever gets the most votes is crowned "Master Chef!" (Bragging rights included.)

Who to Ask? Donor Worksheet

Expand your donor base by making a list of everyone you know. Download and print this Donor Worksheet to help you keep track of those on your list. Reach out using different methods such as making phone calls, sending emails, sending a letter, sending a personal message on social media, send a text, and when meeting in person. You may be surprised by how many people are willing to support your goal or would offer to join your Walk team if only they are asked.

FAMILY

- Parents
- Brothers
- Sisters
- Uncles
- Aunts
- Cousins
- Second cousins
- Grandfathers
- Grandmothers
- Grandchildren
- In-laws
- Nephews
- Nieces
- Parents' friends
- Parents' co-workers
- Parents' employer/boss
- Spouse
- Spouse's aunts & uncles
- Spouse's cousins
- Spouse's grandchildren
- Spouse's grandparents
- Spouse's nieces & nephews
- Spouse's co-workers
- Spouse's employer/boss
- Step-parents
- Step-siblings

PROFESSIONALS

- Doctor, doctor's receptionist & staff
- Dentist
- Therapist
- Attorney
- Veterinarian
- Dog walker
- Hairdresser
- Dry cleaners
- House sitter
- Landlord/tenant
- Babysitter
- Gardener
- Local police
- Local government officials
- Mail carrier
- Newspaper delivery person
- Co-workers
- Employer/boss
- Clients
- Classmates
- Guidance counselors
- Car mechanic
- Fitness Center owner/manager
- Fitness trainers
- Travel agent

- Former/current teachers & professors
- Children's teachers
- Manicurist
- Masseur
- Florist
- Bank teller
- Bus driver
- Hometown newspaper

FRIENDS

- Friends from high school
- Friends from college
- Former/current teammates & coaches
- Friends' grandparents
- Friend's siblings
- Friends' aunts & uncles
- Friends' employers & co-workers (+ matching gifts!)
- Neighbors
- Children's friends' parents
- Former co-workers
- Former employers
- Social Media Friends
- Friends' friends
- Friends' parents
- Workout partners

COMMUNITY GROUPS

- Faith-based communities
- School organizations & clubs
- PTA
- Volunteer groups
- Alumni associations
- Fraternity/sorority
- Athletic teams
- Boy/Girl Scouts
- Choirs/Vocal Groups

LOCAL BUSINESSES

- Restaurants
- Coffee shops
- Business associations/groups

PRE-MADE LISTS

- Every person in your address book
- Every person in your email list
- Holiday card list
- Wedding invitation list

Fundraising Calendar

With many months available to you for fundraising, it's easy to procrastinate and "get to it tomorrow." Don't be that person! Fundraising for the Walk for Apraxia should be fun and fulfilling - not stressful. Give yourself plenty of time to fundraise by registering early and following some of the suggested fundraising methods. Check out this sample timeline to set yourself up for success!

FIRST STEPS:

- Register online on your Walk for Apraxia website. Find your walk by searching the map at walk.apraxia-kids.org. If you have an Apraxia Star, register him/her while you register yourself.
- Personalize your Participant Center by adding pictures that share your story.
- Set your fundraising goal - think BIG - and be the first person to donate to your campaign.
- Begin soliciting donations.

12 WEEKS OUT:

- Print the Walk for Apraxia Flyer and hang the flyer around your town. Visit your walk's website and click DOWNLOAD THE FLYER for a printable PDF. Don't have a printer? Request 5 copies from Apraxia Kids to be mailed to you by emailing apraxiawalk@apraxia-kids.org.
- Spread the word: Ask everyone you know to join your team or donate.
- If you haven't already, engage in one fundraising activity supported by Apraxia Kids – Point of Sale, Casual for a Cause, or connect Facebook.
- If they haven't already, encourage friends, family, and supporters to register and join your team.

8 WEEKS OUT:

- Post on social media once a week promoting your fundraising. Review the Social Media Guide for more ideas on when to use email, Facebook, and Twitter.
- Take on the one-week challenge to raise \$200 in seven days.
- Provide updates to potential donors on fundraising goals and remind them to donate.
- Share the story of your Apraxia Star.
- If they haven't already, encourage friends, family, and supporters to register and join your team. Remind them the t-shirt deadline is quickly approaching and they need to register to be guaranteed a Walk for Apraxia shirt.

ONE MONTH OUT:

- Stay in touch with your donors- send them updates on your fundraising to date and ask them to share your campaign with their networks. You never know who has a connection to the cause and wants to help!
- Send out thank you notes to those who have already donated.
- Hold a last minute fundraiser such as a bake sale or car wash.
- Remind yourself of your goals and why your fundraising matters!

ONE WEEK BEFORE:

- Head to our website to confirm your Walk for Apraxia details – parking, activities, snack options.
- Send out an email or post on social media to get your supporters and potential supporters excited about the big day! Share with them your Walk for Apraxia website and tell them details about the Walk and how they can meet up with you.
- Post on social media several times to share your excitement and solicit last minute donations.

DAY OF THE WALK FOR APRAXIA:

- Enjoy the day! Walk and have fun with co-workers, family, and friends! Most importantly, celebrate the Apraxia Stars!

AFTER THE WALK FOR APRAXIA:

- IMMEDIATELY AFTER WALK - Post a thank you on social media with a picture of your team on Walk day - don't forget to use the hashtag #walkforapraxia
- 2 TO 3 DAYS AFTER THE WALK - Send "thank you" emails or notes to your donors.
- 1 WEEK AFTER THE WALK - Send out via email and social media a final reminder letting people know how much fun you had at the Walk for Apraxia and that there's still time to give. Remind donors of your fundraising deadline on December 31st.

