

October 3, 2008  
New Jersey

*1<sup>st</sup> Annual*  
**WALK 'N ROLL**  
*For PMD*

October 4, 2008  
New York



*Pelizaeus-Merzbacher Disease*

PEOPLE MAKING A DIFFERENCE

[www.pmdfoundation.org](http://www.pmdfoundation.org)

**REGISTRATION AND DONATION FORM**

| Donor Name | Address | City/State/Zip | Phone/E-Mail          | Amount Donated<br><br><i>By Check or<br/>Visa/MC/Discover (include<br/>account # and expiration date<br/>if using credit card)</i> |
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|            |         |                | <b>TOTAL ENCLOSED</b> | \$ _____   |

**Walker or Walker-by-Proxy Info:**    I will be walking.    I cannot attend, but am enclosing donations.

**Name:** \_\_\_\_\_ **Address:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

*Please make checks payable to: "PMDF" and mail this completed form along with checks to: PMD Foundation, Attn: Sharon Neumann, 813 Napoleon Way, Traverse City, MI 49686. PMD Foundation is a 501(C)(3) organization; your donation is tax deductible to the extent allowed by law. If you have questions or for more information, please call: 231-633-HELP (4357) or visit [www.pmdfoundation.org](http://www.pmdfoundation.org).*

**THANK YOU FOR YOUR SUPPORT!!**

# Fundraising Tips and Tools

## Fundraising Tips

**Reaching the Minimum Fundraising Goal of \$150 is easier than it sounds.**

1. Put in your own gift
2. Ask your significant other for a gift
3. Ask your boss for a gift
4. Ask two co-workers for a gift
5. Ask two friends for a gift
6. Ask your neighbor for a gift
7. Ask a relative for a gift

**If all of these individuals give you \$25 each, (not unusual) you've just raised \$175 and exceeded your fundraising goal. We're sure you can think of more people to ask! Other Tips:**

1. Start early
2. Ask everyone and anyone!
3. Use email
4. Ask with energy and enthusiasm
5. Collect as you go
6. Share your success!
7. Ask your contributors if their company has a matching gift program. This will double their gift!

**The key to getting money is asking! Other suggested people you can ask:**

Aunt / Uncle / Dry Cleaner / Decorator / Church or Synagogue Members / Spouse / Coach / Friends / Contractor / Cousin / Landscaper / Banker / Vendors / Librarian / Grandparents / Clergy / Roommates / Veterinarian / Dentist / Florist / Teacher

## Fundraising Tools

### Donation Forms

You can print out your personalized donation form and can make as many photocopies of the form as you need.

### List Your Potential Donors

The first important step in a successful fundraising effort is to make your list of donors. Write out a list of everyone you know. Any contact you have throughout the day could be a potential donation. Next to each name, select the amount you will ask for and the method you will use to ask for it.

### How to Ask

There are five common ways to fundraise for this event. You will probably try a combination of all of these, because each donor may need a different approach.

1. **Email and Your Fundraising**

Email is another great way to reach a large group of people quickly and easily. If you know a group of your donors who are internet savvy, email may be the best way to reach them.

## 2. **The Face-to-Face Ask**

This is the approach you'll want to take when you're asking for a large amount. If you're approaching a potential big donor, take them to lunch or for a walk around the block. Tell them in person what you're doing and how much it means to you. Ask for your big donation, then wait and be silent. Give the moment the seriousness it deserves. Then let them answer. A second face-to-face approach is the casual conversation. Talk to your dentist or your hair stylist. Most of them are not doing what you are doing and they will never know unless you tell them. Don't hesitate to talk to complete strangers when you are on an airplane or waiting in line at the grocery store.

## 3. **Fundraising Letter**

Consider sending a fundraising letter to everyone in your address book. Many people are enormously successful with a fundraising letter campaign. It tends to result in a smaller donation than a face-to-face ask, but if you have a large number of people to ask, or most of them are out-of-town, a letter can be the way to go. When you sit down to write your fundraising letter, remember to personalize it as much as you can. Address each donor by name, and start out conversationally, as if it were any other friendly letter. Then talk about the PMD Foundation, explain this event, and mention your personal reasons for participating. Don't make the letter too long, but just long enough to inspire them. You want your enthusiasm to be contagious.

## 4. **The "Friend-of-a-Friend" Approach**

You can expand your circle of donors even beyond that initial list of 100 names. It's simple -- every time someone agrees to make a donation, ask them if they will take an extra donation form and pass it on to someone else. Or ask them to forward your email to a friend. This way you can reach people you don't even know! Ask your spouse to take donation forms to the office, ask your mother to take forms to church or ask your best friend to give donation forms to her relatives. It's a great way to spread word-of-mouth, and to multiply your donations.

## 5. **Phone Calls**

A phone call is somewhere between a fundraising letter and the face-to-face approach. For some people on your donor list, it may feel unnatural to send them a letter. But maybe you just can't get together in person. Pick up the phone, and just start talking. Talk about the event and ask for a donation. Similar to a face-to-face ask, be sure to leave a moment of silence afterward to let the other person consider their gift and answer you.

## **The Uncommon Ways**

We just talked about five common ways to raise money. But there are even more uncommon ways. If you want to get out of your rut, and your basic plan isn't working, get creative. If you want to kick around some ideas, get in touch with PMDF's Executive Director, **Sharon Neumann: 213-633-HELP (4357)**; talk with others in the PMD community and in your own home community; and, most importantly, ***HAVE FUN WITH YOUR ACTIVITY!!*** Your personal choices about fundraising are all about you and your own comfort zone (but don't be afraid to stretch it out a little bit!)

## **Follow Up and Thank You**

Make sure that you follow-up with everyone on the donor form that has not donated if you can find the time. Often times, people might be intending to donate and just need a gentle reminder. Let them know that every dollar counts in the fight to help PMD children and there is still time to donate. Once you have received a donation from someone, let them know that their contribution -- whatever the amount -- is important to you and that you appreciate it. Send them a thank you note or invite them to the walk. PMDF will also acknowledge the gift and send a thank you, but the personal touch from you will be appreciated and long-remembered.

### **Matching Gifts**

You could potentially double your donations with matching gifts. Many corporations will match any donations their employees either raise or give. Ask your employer if they have any plan like this in place. Then also ask your donors if their employers offer matching gifts.

### **Reaching Out to the Media**

Reach out to your local media outlets to talk about your participation in the event. It could bring in donations from people you wouldn't otherwise reach.

### **Be able to answer questions and share information, such as:**

- Reasons you are walking [*To raise awareness about PMD; funds for research; funds for programs.*]
- How much you intend to raise [*Aim high!! PMDF needs to raise \$140,000 by end of 2008!!*]
- Information about PMDF and its mission [*Family board of unpaid volunteers; improving the quality of life for PMD children; finding treatment and cure; public awareness; physician education; family support; etc.*]
- A specific monetary request from the individual [*Every dollar counts!*]

***THANK YOU AND GOOD LUCK!!!***