



Fundraising Tips and Tools

Every dollar raised helps fund critical research and services for people with SADS conditions.

YOU can be a fundraising powerhouse! Just use these tips and take advantage of our materials.

1. Start Now

There's no time like the present. The sooner you start, the more you will raise – ask early and ask often.

2. Know Your Networks

Make a list of every person you know – family, friends, neighbors, and business associates. You have just created your donor list.

3. Aim High

Set a goal that seems just out of reach. It will inspire you and the people you're asking for support.

4. Be Ready to Educate

People may have questions. Be prepared to explain your condition and its warning signs.

5. Give to Yourself

You'll set the example and the pace for others to draft behind!

Donate a dollar to yourself now and then so that your total doesn't end in a "0" or "5". People will tend to add 4 dollars to their donation to round out the number.

6. Set Up Your Fundraising Page to Tell Your Story

Using the Take Steps to Stop SADS fundraising page on www.crowdrise.com/virtual-take-steps-to-stop-sads-july-2017, you may create your very own web page. Be sure to customize it with your story and your pictures.

7. Ask far and wide!

- Many think the initial ask is difficult, but it's easier if you tell everyone WHY you are doing what you are doing. The excitement is contagious and your story will inspire others. Your passion is the reason they will choose to donate! Remember, you aren't asking them to give YOU a donation, you are giving them an opportunity to make a difference THROUGH your Take Steps to Stop SADS walk!
- Create an email and/or Facebook campaign that shares the real-life challenges of one person that you know that has a SADS condition. Include a photo if possible. Mail broadly to everyone you know.
- Ask anyone and everyone. If you don't ask, then the answer is always no.
- Be certain to send a letter to professionals to whom you give a lot of business (vet, doctors, car dealership, etc.) -- they often have a charitable budget to show appreciation to their customers and to give back to the community.