

On Your Way to \$2,300



A successful fundraising ask includes these 5 components:

1. Identifies the need you're trying to address.
2. Explains why it's important to you in an authentic, genuine and personal way.
3. Shares what you're going to do about it. Includes details about the Susan G. Komen 3-Day® event.
4. Asks your donors to take specific action and makes it easy for them to do so. *For example:*
 - Click on the link below.
 - I've enclosed a self-addressed stamped envelope.
 - Please complete the enclosed donation form and mail it.
 - The sooner you donate, the sooner your dollars begin saving lives; please don't wait!
5. Gives your donor the space to take action. Don't apologize, make excuses, or backtrack on your ask!

Examples:

Every 19 seconds, somewhere in the world, a case of breast cancer is diagnosed in a woman.

As someone with a daughter, I find this scary, depressing and unacceptable.

So I'm walking 60 miles in the Susan G. Komen 3-Day to change this forever.

Will you help me by giving a gift of \$_____ by ___(date)___?

I have personally witnessed the devastation that breast cancer can have on a family.

My aunt was surprised by a breast cancer diagnosis when she was only 37, and she passed away just a few short years later.

I am walking 60 miles in 3 days for her, and for my daughters, so that they might never have to go through what I saw my aunt go through.

Will you make a \$120 donation? \$120 could fund a lifesaving mammogram for a woman in need. Just go to *[insert personal page url]* today to make a donation.

Now write yours. Don't forget the question mark at the end; it sounds simple, but **you must ASK!**

1. _____
2. _____
3. _____
4. _____
5. _____

FUNDRAISING FACT: The #1 reason someone doesn't give a donation: ***They aren't asked!***

Ask Now: Solidify your commitment and get the ball rolling. There is no time to waste! Every 19 seconds, somewhere in the world, a case of breast cancer is diagnosed in a woman.

Get your first donation today.

Ask Personally. Share your own story, not just statistics. Connect with your donors through your personal relationship with them. _____

Ask Everyone: A successful ask is sent (or spoken) to everyone you know. Don't decide for someone whether they can or want to give to this cause. Remember: One case of breast cancer is diagnosed among women every two minutes in the U.S. That means just about everyone on your list probably has their own reasons for wanting to support you.

- Closest family and friends**
- Extended family and friends**
(aunts, cousins, in-laws, co-workers, people you know from all aspects of your life—book clubs, school alumni, quilting group, carpool, sports teams, etc.)
- The people you support**
(your doctor, dentist, hairdresser, massage therapist, mechanic, etc.)
- People you may not know well**
(neighbors contributing to a garage sale, a bake sale at the local farmer's market, a spaghetti dinner at church)
- Social media contacts**
(Facebook friends, Twitter and Instagram followers, etc.)

Closest Family & Friends	Extended Family, Friends & Co-workers	People, professionals & businesses you support	Neighbors, church community, fundraising outreach events	Social Media Contacts

Ask Big! What you're doing is big; far bigger than yourself. You are not asking for money for yourself; you're asking for funds to help end breast cancer. So ask with pride and ask with confidence.

Examples:

- Please make a donation from your heart that brings me as close as possible to my goal.
- Please donate as generously as you can to help me achieve my fundraising goal. Together we will change the world!
- \$120 is the cost of a life-saving mammogram for someone who otherwise wouldn't have access to one. Will you consider a donation of \$120 or more?
- 60 miles is a long way! If just 40 people donate \$60, I will have surpassed the minimum fundraising amount.

Ask Often: Just because someone doesn't donate right away doesn't mean they don't want to. Lives get busy, emails/texts are deleted or forgotten, letters fall to the bottom of the stack. Update your donors regularly with fundraising milestones, training progress, updates on the person you may be walking for, or in conjunction with an upcoming holiday.

Examples:

- You might be surprised to know that I've already logged over 150 miles during my Komen 3-Day training! I'm keeping a log and keeping on track; fulfilling my goals and committed to doing your support proud.
- Hooray! Today I hit the halfway point to my fundraising goal. Thank you, everyone!
- I've decided to have a t-shirt printed listing all of the names of the people I walk for. Please email me the names of all those in your life affected by breast cancer. I will carry them with me as I walk.
- This weekend is Mother's Day. In honor of mothers everywhere, please consider making a donation to honor those we've lost to this disease.