



WALK FOR LIFE

Fundraising Tips

The following fundraising tips will help you meet your personal fundraising goal!

- Set a goal! Spend some time praying and asking the Lord what he wants to do through you this year.
- Support yourself. Start your pledge sheets with a generous pledge. Most people will follow the example of the first pledge on your walk form or online fundraising page, and others will appreciate that you are devoting your time and finances.
- Dedicate your walk to someone who has been touched by an unplanned pregnancy, or a man or woman who has been impacted by abortion.
- Create a personalized fundraising page that can be connected to your social networking sites and emailed or texted to your friends and family. Use this page like an online pledge sheet to ask for and collect secure donations. Visit www.hlcil.org for the link to design your personalized fundraising page.
- Contact everyone who has sponsored you in previous years. Thank them for their past pledges and ask them for their support again. Ask for a specific amount, such as \$25 or \$50; if they can't donate that much, they will offer what they can.
- Send letters asking for support using our template online and customize it for yourself! Many walkers get a great response by mailing letters!
- Be enthusiastic when asking for pledges. Let people know that their money makes a difference in the lives of babies, women, teenagers, men, and families in our community.
- Use special occasions. If you have a birthday, anniversary, or other special occasion coming up, ask for Walk For Life pledges instead of gifts.
- Be sure to let your sponsors know that their contribution helped by sending them a thank you or calling them after the event.