



A HEALTHIER WORLD IS STEPS AWAY!

2021 AIDS Walk & Run Fundraising Toolkit

HOW HOW TO ASK FOR MONEY

People want to support you and the causes you care about. Give them the opportunity to help!

You're asking for a cause, not yourself. Talk about the cause and use the price points we provide so donors can decide for themselves how much they're comfortable giving.

Every dollar counts! You don't have to ask for large donations. Even \$5 donations add up.

We provide email templates, Facebook posts, and your participant page to make it easy to share information about the Walk. You don't have to ask for money in person to bring in lots of donations!

If you're feeling stuck or want any assistance, reach out to us! We are here to help.

5 Steps to Fundraising

1. SET A GOAL

Be realistic but optimistic! How much do you have time to raise? How many friends can you get to donate \$5? \$20? A good starting place for an individual is \$200, and for a team, \$1000. Having a goal will help you stay motivated!

2. RECRUIT TEAMMATES

Many hands make light work. Get friends to join you on a team and you'll have help bringing in money. If 5 of your friends get 5 of their friends to donate, that's 25 donations!

3. ASK YOUR COMMUNITY

People want to support you and the causes you care about! Every donation counts. Even if someone declines to participate, you are helping spread awareness. Check out our fundraising ideas!

4. HOST AN EVENT

One of the most effective ways to raise money is to invite a group over for an event. Keep it cheap and easy by hosting it at someone's home and ordering pizza or making food together. Ask for \$10 donations. Have a BBQ, Game Night, Bake Sale, or Movie Night! Easy and fun!

5. TRACK YOUR PROGRESS

Signing up early allows you to pace yourself in your fundraising and to see what's working. Keep your eye on this goal! Your participant page shows you how close you are.

GOT QUESTIONS? WE'RE HERE TO HELP!

AIDS Walk Boston & 5K Run

1340 Boylston Street Boston, MA 02215 | 617.424.9255 | walkinfo@fenwayhealth.org | www.aidswalkboston.org |   /aidswalkboston

WAYS TO FUNDRAISE

How to raise \$1000, easy!

10 donations of \$100 | 20 donations of \$50 | 40 donations of \$25 | 200 donations of \$5

Host a Virtual or In Person Event

One of the most effective ways to raise money is to host an event. Keep it cheap, easy, and COVID safe by hosting it at someone's home and ordering pizza or making food together. Ask for \$10 donations. Have a BBQ, Game Night, Bake Sale, or Movie Night! Easy and fun. Reach out to your AIDS Walk liaison for a great list of virtual events!

Company Match

Double your impact! Many companies will match their employees' charitable gifts. Check out [Charity Navigator](#) to see if your company will match your fundraising and encourage your donors to have their gifts matched too.

Skill Trade

Use your skills and hobbies to raise money. Good at drawing? Sell sketches for donations to the Walk. Love to play guitar? Give a friend a lesson in exchange for a donation!

Local Business Cash Registers

Many local businesses are happy to support a good cause. Ask your local coffeeshop, gym, or bookstore to put a donation bin at the register for your Walk team. Make sure to stop by and collect what's been added!

Raffles & Giveaways

Spice up your fundraising by giving away a prize! Use our prize giveaways to motivate your teammates and donors. Email your contact at the AIDS WALK office for information on prizes we have on hand and how to ask local businesses for prize donations.

Log into your Participant Center and get started!

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