

HOW TO FUNDRAISE

WALK to CURE ARTHRITISSM



Thank you for joining our community of champions. Together, we are Champions of Yes. And the best way to get to Yes is to simply start by asking. The #1 reason people give is because someone asks. You raise money because you ask for it—so be sure to ask everyone you know!

ASK PERSONALLY

Share your own story, not just statistics. Connect with your donors on a personal level by sharing why you are participating.

ASK EVERYONE

And we mean everyone! Your neighbors, classmates, colleagues, clients, grocer, hair dresser – everyone you know or come across.

ASK BIG

If you ask someone for \$100, you might get \$100, or maybe you'll get \$75 or \$50. Set the bar high and raise as much as you can.

ASK CONFIDENTLY

You're not asking for money for yourself. You're asking to help find new and better treatments – and a cure for arthritis.

AN ASK IN 5 EASY STEPS

- 1. Share the need.** Example: "Arthritis steals everyday joys and long-term dreams. With your help, we can make great strides creating moments of Yes for people battling this disease."
- 2. Explain why it's important to you.** Example: "My wife lives with arthritis every day. I watch her battle the disease on a daily basis. I am committed to being her Champion of Yes."
- 3. Show what you're doing about it.** Example: "I'm doing the Walk to Cure Arthritis to spread awareness about arthritis and raise funds for a cure."
- 4. Ask your donor to take a specific action.** Example: "Will you make a \$50 donation to support my wife and more than 50 million other Americans who have to deal with the effects of this debilitating disease every day?"
- 5. Pause and let your donor answer.**

For more information, go to
walktocurearthritis.org

