



Overcoming fundraising fears

\$100 is a lot of money. I don't think I can do it.

It is easy to raise \$100 if you break it down into small chunks. If you don't know where to start, use ideas that we have shared in this handbook or explore ideas that tap into your teammates hobbies and interests. The more ideas you can provide the quicker you and your team will be inspired and empowered to fundraise.

I'm uncomfortable asking for money.

Although asking a stranger or even a friend for money may feel unnatural, think about how their support can contribute to the fight to end PKD. People also like to know they are helping out, especially when it helps a friend or family member. Every contribution makes a difference for people living with PKD.

What if they can't make a donation?

The beauty of the Walk for PKD is that there are many ways to give. If someone you ask is unable to make a monetary donation, ask them to help in another way. For example, they can bake cookies for a work fundraiser, host a garage sale and donate the proceeds to you team and spread the word about your efforts throughout their social media pages.

What if they say "No"?

Don't take it personally. This just gives you the opportunity to ask others that will be inspired by your story and commitment to raise funds for PKD research.

