



# The key is to ask

The main reason people donate to a cause is because they have been asked. Tell everyone you know that you are participating in the Walk for PKD to raise money for critical PKD research to benefit all those suffering from PKD.



## Emails and social media

Email and letter-writing campaigns are the most effective and easiest ways to raise money for your Walk efforts. You can reach hundreds of potential donors in a matter of minutes. Don't forget about sending texts and utilizing social media to connect with your friends.

## Tips for messaging your people

1

**Utilize your participant center.** Get template emails, links, and instructions to get started.

2

**Develop your mailing list.** Include your email contacts, holiday card list, church directories, former classmates, neighbors, co-workers and others that you know.

3

**Compose a personal email/letter.** Your personal story will have the greatest impact on the recipient. Include your fundraising goal, deadline for donations and the link to your personal or team page. Make sure you have a strong call to action.

4

**Start early by sending your message at least 8–10 weeks before the Walk.** Encourage your contacts to donate online or by check. On average, donors who contribute online tend to give 50% more than donors who don't.

5

**Send thank you notes to all of your supporters.** Don't forget all the people who helped you!