



Individual and Team Fundraising Tips

You can make an incredible impact on people with cancer in our community through support of the Walk for Wellness House! Here are a few ideas to jumpstart your fundraising:

- Share your story. Personalize your fundraising page with WHY you choose to participate in the Walk for Wellness House—share how cancer has impacted your life or how Wellness House has made a difference.
- Upload photos on your personal fundraising page to personalize and remind people WHO inspires your participation in the Walk.
- Form a Team and enjoy the Walk with friends and family members! The more people on your team, the more potential fundraisers for Wellness House. All donations made to support an individual participant on a team are ALSO reflected on the Team totals.
- Make it fun and competitive! Encourage team members to have fundraising competitions (who can raise the most before April, whoever raises the most gets dinner on me, etc)
- Remind, remind, remind—one email to friends and family is usually not enough when asking for support! Ask early, ask often, and DEFINITELY ask again during the week of the Walk.
- If you exceed your initial fundraising goal, don't stop! You can log in to your participant fundraising center and increase your goal or your Team Goal anytime.
- Get social—social media is a FANTASTIC way to spread the word about your participation in the Walk to all of your followers with just one post! Click the “Share on Facebook” or “Share on Twitter” buttons from your personal or team fundraising pages. Copy the URL for your fundraising page and share on LinkedIn, Instagram or in an email!
- Many donors prefer to write checks or give cash rather than donating online. Encourage potential donors to give in whatever way they choose—offline donation forms are available on the Walk website, and donors can always mail a check to Wellness House with your name on the memo line so we know to credit the donation to your fundraising goal.
- Don't forget to ask if your employer will match your personal donation(s)! It maximizes your impact AND it's great PR for a company to support a worthy cause in the community!

Your Support Matters...

- **Since 1990, more than 45,000 people with cancer and their family members have received education and support from Wellness House**
- **All programs at Wellness House are provided free of charge**
- **Programming is funded entirely by contributions from businesses, foundations and generous people like you!**