

Vertical Express for MS

Presented by: The Alger Family of Funds, EMD Serono, Inc./Pfizer Inc and Rolex Watch USA

Fundraising Sample Plan

As a way to ensure your fundraising success, we have provided you with a guaranteed plan. Follow this timeline to get started. As you get going, aim to triple the goals set out in this plan!

Sample 8 Week Plan

| | | |
|--------|---|-----------------------|
| Week 1 | Sponsor yourself for \$25. | \$25 |
| Week 2 | Send emails to Friends and Family. - Ask 4 family members for \$25. - Ask 5 friends for \$15. | \$100 \$75 |
| Week 3 | Send a letter to Friends and Family. <i>Send a letter to friends who do not use email regularly; Include Sponsorship Form and Return Envelope.</i> - Ask 3 family / friends for \$25. | \$75 |
| Week 4 | Host an Event! Plan a party for 50 friends. - Have a party at a local bar, with drink specials. - Find local start-up band and ask if they will play. - Ask for a \$5 cover that will be donated to your cause. - Educate your guests on your cause. | \$250 |
| Week 5 | Contact two local businesses Request that they sponsor you by donating \$50. | \$100 |
| Week 6 | Ask your company for a donation of \$80 to sponsor you. Ask co-workers to join you in your efforts. | \$80 |
| Week 7 | Send a reminder email Ask family and friends who have not yet donated. Remind them know they only have 2 weeks left. - Recruit 3 more people to donate \$15. | \$45 |
| Week 8 | Host a dinner, auction or raffle Reserve a local park or church. - Ask local artist to donate a painting. Auction or raffle it off. - Get appetizers or dinner donated from a local restaurant. - Invite 25 people and charge a \$20 cover. | \$500 |
| | TOTAL RAISED | <u>\$1,250</u> |



For Vertical Express for MS registration, fundraising tools and tips, and event information, visit www.verticalexpress.org.

Fundraiser Checklist

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Set a Goal

I will raise \$_____ by _____

I will contact _____ people in order to reach my goal.

For example, Mary needs to raise \$3,000 for her cause. She estimates the average contribution will be \$50. If 50% of the people she contacts contribute, she will need to contact 120 people to meet her goal.

Customize my Personal Webpage

- Use your “Webpage Guide” to manage your fundraising Web page.
- Upload a touching photo.
- Create a personal message.

Manage Your Address Book

- Enter all email addresses in address book.
- Keep track of who you emailed.

Email Everyone

- Send mass emails to family, friends and coworkers.
- Email local businesses that might be interested in your cause.
- Always ask contacts to FORWARD your email to others!
- As you receive donations, always **write thank you emails!**

Use the Writing Campaign Guide to write your Solicitation Letter

- Write a solicitation letter to businesses or clubs.
- Mail or email solicitation letter to local businesses that might be interested.
For example: Send letters to newly opened local restaurants or small and large businesses that may have a personal connection to you or someone you know.
- Educate your donors on your cause and stress the benefits of contributing.
- Follow up with local businesses with a phone call to explain your cause.
- Include a self-addressed envelope with each solicitation letter you mail.

Host an Event

- Plan a great fundraiser and invite family and friends.

Input all Offline Donations

- Enter offline donations in personal webpage database. Use your “Webpage Guide” to walk you through the steps.
- Send Active all offline donations by the fundraising. Check out “Guidelines and Deadlines” to receive details about how to submit offline donations.

