

# 2020 VIRTUAL WALK FOR LIFE

## TIPS FOR FUNDRAISING SUCCESS!



### START EARLY

The sooner you start asking for pledges, the more money you will raise. As soon as you register, get organized and start asking for pledges! A pledge is a way to "donate now, pay later." CPC will mail pledge statements to your donors in the coming months (dependent on current circumstances).<sup>1</sup>



### SET A PERSONAL FUNDRAISING GOAL!

The higher the goal, the more you'll raise! Put yourself in the place of a friend or family member - would you donate more to a friend if his goal was \$200 or \$2,000? **People want to support you and the things you support!** So, setting a high goal shows ambition, commitment, and determination to a cause you believe in!



### PERSONALIZE YOUR WEBPAGE

Personalize your fundraising webpage by adding your own text, pictures, or video - remember, your potential donors will be interested in the cause, but they are primarily interested in you. Make sure you tell them why you're getting involved and how you're connected to CPC.



### CONTACT EVERYONE

Contact everyone who donated to you last year - thank them for their gift and ask for their support again. Ask for a specific amount; if they can't donate that much, they will offer what they can.



### DONATE TO YOURSELF

Others will appreciate that you are devoting both *your time* and *your own finances*.



### BE ENTHUSIASTIC

Be enthusiastic when asking for pledges - let people know their money makes a difference in the lives of moms, dads, and babies!

## How to Raise \$1,500 in Three Weeks

(Your ticket to CPC's President's Club Dinner OR The Justice Club Celebration!)

### WEEK 1:

1. **Make a pledge** to yourself for \$50.
2. **Send out an email** to at least 30 friends and acquaintances asking for a minimum pledge of \$25. *If just half of those contacts come through at \$25, you will have raised \$375.*
3. **Send direct messages** to some Facebook friends: *4 friends come through at \$25 each.*
4. **Post your fundraising webpage link** on Facebook asking for a \$5 pledge: *5 friends come through at \$5 each.*

Week 1 = \$550

### WEEK 2:

1. **Call 5 relatives** for a minimum pledge of \$25.
2. **Set up a matching challenge!** Personally ask a generous donor if he'll give \$100 if you secure 4 friends who will pledge to you for a minimum donation of \$25 each.
3. **Text 5 neighbors** to pledge to you for a minimum donation of \$20 each.

Week 2 = \$425 | TOTAL = \$975

### WEEK 3:

1. **Call 5 other relatives** for a minimum pledge of \$25.
2. **Email 8 coworkers** to pledge to you for a minimum donation of \$25.
3. **Email your boss** to pledge to you for \$50.
4. **Post a video** of yourself on social media asking for pledges. In the video, explain why raising funds for CPC's Virtual Walk for LIFE is so important to you. Ask for 6 friends to donate \$25 each.<sup>1</sup>

Week 3 = \$525 | **TOTAL = \$1,500**

## Do you need pointers on how to ask for a pledge?

Follow these six pledge conversation steps!

1

### Share the need.

(Ex: Local statistic: For every 3 babies born in South Hampton Roads, 1 loses its life to an abortion.\*)

2

### Why is the mission important to you?

(Ex: I want to help Save Lives, Spare Hearts, and Spread the Gospel.)

3

### Tell them what you are doing about it.

(Ex. I am raising funds for Walk for LIFE!)

4

### Ask the donor for a specific action.

(Ex: Will you make a pledge to my Walk for LIFE effort?)

5

### Pause and wait for an answer.

(Remember: If they make a pledge, they don't have to pay right now. CPC will send them a pledge statement in the mail.)

6

### Pray that God will move on their heart.

(This is a spiritual battle. Keep your eyes on Jesus!)