

Fundraising Made Easy

- **Make a List of everyone you know:** friends, family, doctors, restaurants you frequent, hair dresser, nail salon, plumber, employer, colleagues, everyone!
- **Draft a letter with a compelling story** about why you are involved in scleroderma and why you are walking and raising money for this cause. Let folks know how they can help - by joining you at the walk and/or donating.
- **Create your own Personal Fundraising page** using the information from your compelling story (include your web address in your email/letter)
- **Send your Letter by email and snail mail** to everyone you identified above (include a self-addressed envelope to make things easy). Collect funds and get folks to register as early as possible.
- **Post the link of your personal fundraising page on Facebook** and ask folks to donate or join you.
- A few weeks before the event, **send a reminder** email (some people just forget and appreciate the reminder).
- **Thank everyone** who responds.