



2010 Fundraising Tips

Dear Participant:

This year we have added a fundraising component to our event called "Support The Spine". We are reaching out to you to help us in our mission to improve spinal health care. Fundraising is critical to our success and the most direct way to impact our cause. Participants who raise \$100 or more will receive a \$25.00 gift certificate towards a pair of running/walking shoes from Potomac River Running Stores. It's easy! To get started, simply register. Your registration counts as a donation. Then ask your friends, family members, neighbors and co-workers to sponsor you. Here are some tips that will help you fundraise.

Set a High Personal Goal!

- Set a high, attainable goal and do your best to reach it!

Sponsor Yourself!

- Most people are likely to support something if you are supporting it to!
- When others know that you have made a personal contribution they will follow your lead!

Write a Personal Letter, Tell your Story!

- Write about your connection to spinal disease and why raising funds is so important to you.
- Suggest a tax-deductible amount (suggestion: \$35 for individuals, \$250 for businesses)
- Include your personal fundraising goal.
- Use and modify the **sample solicitation letter** provided.

Distribute your letter!

- Mail to your friends, family and associates.
- Send as an email to everyone in your address book. (This is very simple and effective).
- Take it to the businesses that you frequent (i.e., your dry cleaner, hairdresser, favorite coffee shop, dentist and include the corporate sponsor packet).

Recruit your friends and family to get involved and do the same!

Sample solicitation letter to friends, family and associates

Date

Name

Company

Address

City, State, Zip

Dear [*Name*],

I am writing to you today to ask for your help and support. On Saturday, May 22nd, I will be participating in The Spinal Research Foundation's (SRF) **We've Got Your Back run/walk** in Reston, VA. This run/walk is the only event of its kind to raise much needed funds and awareness for spinal health.

I have set a personal goal of raising *{fill in your personal fundraising goal}* and I need your help to reach it. I am raising money for spinal research because *{I/my close family member or friend am/ is}* currently suffering from chronic pain.

Spinal disease has no boundaries. It affects everyone, male or female, child or adult, young or old. More than 90% of the population will suffer from severe neck and/or low back pain during their lifetime. Eight percent of these people develop chronic pain, which means that at any given time, *35 million people in the United States are directly affected by disabling pain* and many more indirectly. Techniques to cure, manage and prevent these conditions need to be developed, implemented and proven. Your support will help continue progress as well as offer hope for *{me/my family/friend}* and the thousands of other individuals and their families facing the diagnosis of spinal disease.

When I heard that the SRF was sponsoring a walk/run in Reston to raise money for research, I realized that this was my opportunity to get involved. The Spinal Research Foundation is a non-profit 501(c)(3) organization. The profits from the event will go directly to SRF to support programs focused on research, education, awareness and advocacy. Every tax-deductible donation made to the SRF, regardless of size, will help bring us one step closer to finding a cure.

I hope that you will be able to support my efforts and this wonderful organization. Please send your contribution to me at the address below. I will collect the funds and turn them in on race day. To learn more about the event visit www.SpineRF.org/race/reston . I thank you in advance for your generosity and support.

Sincerely,

{ Your Name }

{ Your Address }

Utilizing Matching Gift Programs

A matching gift is a donation made by a corporation or foundation on behalf of an employee. The donation matches the contribution made by that employee to a nonprofit organization.

1. RESEARCH YOUR EMPLOYER'S MATCHING GIFT POLICIES

The place to begin is with your company's Human Resources department. If your company does not have a matching gift program, you can take advantage of the matching gift programs of other companies by asking your friends and family members who work for those companies to sponsor you.

NOTE: Many companies process their matching gifts online. If this is the case with your company, be sure to inform your sponsors on how to utilize this tool. **To receive credit for the matching donation, please print out any confirmations or e-mails you receive for the match, or a match you are receiving from a donor, and turn it in with your contribution to The Spinal Research Foundation.**

2. READ EACH MATCHING GIFT FORM THOROUGHLY

Most Matching Gift Forms are divided into two sections. The first section is completed by the donor/sponsor and the second section is completed by the nonprofit organization receiving the gift.

NOTE: Some companies require that a photocopy of the donor/sponsor's check accompany the Matching Gift Form. Make sure to have all required documentation attached to the Matching Gift Form when you turn it in to The Spinal Research Foundation.

3. BE PREPARED AND MAKE IT EASY

Keep a supply of Matching Gift Forms readily available and with your Sponsor Form. Then sponsors/donors can complete the form at the same time they make the contribution.

NOTE: Some companies do not allow the standard form to be photocopied. Be sure to find out your company's policy before copying the form. Many companies will **ONLY** accept original Matching Gift Forms, *NOT* photocopies!

4. TELL YOUR SPONSORS WHAT TO DO

If your company does have a matching gift program, promote it. Explain how the match works, if they match \$1:\$1, \$1:\$2 or \$1:\$3, or if there is a minimum contribution that a sponsor/donor must make in order to utilize the program. Many times, sponsors will increase their level of giving when they know that the gift will be matched with funds from the company. Also, indicate to your sponsors/donors the sections they will need to complete.