



Fundraising Tips

1. Set a Goal

Aim for a goal that's attainable yet realistic. Make a list of friends and family members that you plan to ask.

2. Make Your Own Gift

Make sure your supporters know that a treatment and a cure for PKD are important to you by making your own gift to your fundraising page.

3. Get the Word Out

Your Fundraising Page

Start by customizing your personal fundraising web page. Add a photo and a story and tell visitors why you are participating. *Your personal story is your most powerful fundraising tool.* Participants with a photo or story on their page raise 20% more on average.

Your Close Family & Friends

Next, send personal emails and/or make phone calls to your closest family and friends. Tell them why you're planning a DIY event and ask them for their support. This will give your fundraising effort momentum that will motivate others.

Your Network

Now send a group email to your broader network of family, friends and co-workers. Include a link to your DIY fundraising page. With solid progress already established, they're more likely to want to support your successful effort and help you achieve your personal fundraising goal.

Your Social Media

Finally, take to social media and ask your friends on Facebook, Instagram and Twitter for support. Here are some ways to draw attention to your fundraising:

- Share the link to your fundraising page on your social media
- Use the hashtags #endPKD and #teamPKD
- Change your profile picture to the PKD Foundation logo or #teamPKD logo



4. Follow Up

It typically takes 2-3 touches before donors give. Be sure to follow up by email, phone, and/or a personal meeting. Remind your friends and family that gifts to your fundraiser are tax-deductible.

Cash or Check?

If someone donates to your event offline by cash or check, we can handle it! Send in your cash and/or checks, along with the [offline donation submission form](#), to the PKD Foundation at:

PKD Foundation
Attn: Fundraise Your Way
1001 E 101st Terrace
Suite 220
Kansas City, MO 64131

Marketing Materials

Want to use the PKD Foundation logos?

Visit the materials section of the Fundraise Your Way homepage
(pkdcure.org/fundraiseyourway)



PKD FOUNDATION
Polycystic Kidney Disease

Other marketing materials we can provide include press release templates, local media lists, and promotional materials.

Questions?

Contact us at fundraising@pkdcure.org or 816-931-2600.