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)

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.