



## 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 101<sup>st</sup> 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](http://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](mailto:fundraising@pkdcure.org) or 816-931-2600.