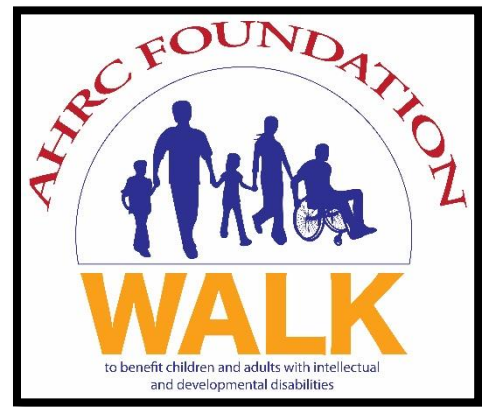


# PREPARING TO ASK FOR SUPPORT



Now comes the most important part – creating your strategy to ask for support. Here are five steps to get you started:

1. **Make a list** of who you plan on asking.
2. **Determine how you'll ask.** Will you ask by email, letter, phone calls, text message or messages on social media? Each person will respond differently, so choose the best avenue.
3. **Get Personal.** Write your email, letter, text messages, Facebook post, etc. You can use our fundraising letter template, found in your Participant Center, as a starting point.
4. **Dangle that carrot.** Offer something exclusive to those that donate – dedicate a photo to them on Facebook, create a special thank you video.

HERE'S A TIP:  
NOT SURE IF YOUR  
FRIEND WILL MAKE  
A DONATION?  
WON'T KNOW UNTIL  
YOU ASK!

5. **Now, ask!**

**MOVING AHEAD, LEAVING NO ONE BEHIND**