

## Fundraising Preparation

You will find that fundraising is easy and efficient when you have a defined goal and plan. Think about a strategy before you begin.

- Set your fundraising goal. Aim high and motivate yourself and your donors.
- Many people are affected by mental illness and may be willing to help. And if not, there are many people who will simply want to support you.
- Prepare a thank you note to send to donors. Be ready to thank people promptly so that they know their contribution mattered to you. Send them periodic follow ups as you prepare for and complete the event. You can even invite them to NAMI Walks to cheer for you as you walk!

Your Personal Fundraising Goal: \$ \_\_\_\_\_

## How will I promote my efforts?

- E-mails
- Letter Writing
- Facebook
- Twitter
- YouTube
- Business Cards
- Flyers
- Postcards

## Start out with more than 50 Contacts!

### Immediate Family

(Spouse, Children, Parents, Siblings)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Distant Family

(Aunts, Uncles, Cousins, In-Laws)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### Work Acquaintances

(if you have an office announcement board, announce your efforts there)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Neighbors, Your Closest Friends

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### School Friends

(eg. past/present school friends, people you have met through your children going to school)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Social Groups

(eg. sports teams, art groups, other clubs such as, VFW, Lions, Rotary, etc)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_

### Businesses

(eg. businesses where you are a customer, including local restaurants, gas stations, retail stores. Service providers such as doctors, dentist, pharmacist, vet, hairdresser, mechanic, attorney, cleaner)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Faith-Based Community

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Other

(People on your holiday card list, acquaintances)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_