

Valuable tips to help your team members *be successful*

*The No. 1 reason people donate is...
because they are asked!*

Step 1 Register and create your web page

- Register and raise money online with our fundraising company, Firstgiving, at www.lfaga.org. This is the quickest and easiest way to raise funds, especially if you're shy about asking. Share the link to your webpage.
- Instill passion! Tell people why you are walking! Share the devastating statistics and real-life impact of lupus. Ask all you know, as people will give donations because they were asked and because lupus is important to you!

Step 2 Develop your mailing list

- Download your address book to your personal web page. You can easily send and track emails and donations on your web page.

Step 3 Write a personal letter

- Add your personal touches to the email templates before sending to friends and family. They are much more likely to respond to a personal and passionate story.
 - Include your fund-raising goal
 - A deadline for donations (before walk date)
 - Suggest a donation level
 - State that their donation is tax-deductible
 - State that all checks should be made payable to LFAGA.

Step 4 Call

- Set aside time to call those you can't email or don't see.

Step 5 Check back

- Check your Walk for Lupus Now team account daily, just like your bank account. If checks are coming in, turn them in on walk day or mail the checks to the LFA office with your team name.

