



# Individual Fundraising Guide

Taking Steps for a Better Tomorrow



# Ever wonder how you can make a difference?

## Your decision to join us for the Walk-N-Roll for Spina Bifida will do just that.

Walk-N-Roll for Spina Bifida is a one day walk dedicated to raising funds for programs and services to benefit those living with Spina Bifida. In communities across America, we're gathering to make a difference and to show our belief that a better tomorrow is within our reach. Participants share an incredible experience and take pride in their efforts to make a difference in the lives of families facing Spina Bifida. As a Walk-N-Roll participant, you're our link to the more than 180,000 of Americans estimated to be living with Spina Bifida. We need your help!

### Welcome!

The Walk-N-Roll for Spina Bifida is one of the best opportunities we have to positively impact those living with Spina Bifida in this country. Your participation in the walk is your commitment to a better tomorrow for those living with the challenges of this complex birth defect.

In addition, you'll never find a better reason to walk than for the Spina Bifida Association and the fight for Spina Bifida. In 2009, the Centers for Disease Control (CDC) released a new estimate that there are over 180,000 Americans living with Spina Bifida – more than double the previous estimate. Today, with the need greater than ever for programs and services, we need your help!

As a Walk-N-Roll participant, you are asked to raise funds to support the mission of the Spina Bifida Association. You'll want to start by setting a fundraising goal for yourself. Aim high – each dollar you raise directly benefits those living with Spina Bifida in your area! And most importantly, remember to have fun with your efforts – we've included lots of tips and ideas in this guide to help you make the most of your experience.

### Fundraising tips

- Dedicate your efforts to an individual living with Spina Bifida and raise funds in their honor. By sharing your honoree's story, you are sharing why you are so personally invested in this cause and helps your donors realize the true impact of this birth defect.
- Provide information about Spina Bifida to your contacts. Let your donors know what exactly their donations will be helping.
- Be enthusiastic and positive. The Walk-N-Roll is intended to be a fun event demonstrating our passion and dedication to this worthy cause. Enthusiasm is truly contagious!
- Ask, ask, ask! And aim high. If you know your donors are capable of making a large donation, do not be afraid to ask for a specific amount. If they are hesitant to make a large donation, ask instead if they will help you with developing a unique fundraising idea such as a yard sale or an auction to raise money.
- Don't forget to thank your donors. With your help and theirs, we will change lives!

### About the Spina Bifida Association

The Spina Bifida Association is the sole national, voluntary health organization dedicated to Spina Bifida research, care, and support. Our mission is to promote the prevention of Spina Bifida and to enhance the lives of all affected.

## Fast Facts about Spina Bifida

- Spina Bifida is the most commonly occurring complex birth defect in this country affecting over 180,000 individuals.
- It occurs when the spine of the baby fails to close during the first month of pregnancy, leaving a permanent opening in the spinal column.
- Those who are born with Spina Bifida must learn to live with conditions such as hydrocephalus (fluid on the brain), full or partial paralysis, bladder and bowel complications, learning disabilities, depression, and deadly latex allergy as well as social issues.
- There is no known cause of Spina Bifida and each of the 65 million women of childbearing age in this country are at risk for an affected pregnancy.
- It is estimated that up to 70 percent of birth defects like Spina Bifida can be prevented with a daily dose of 400 micrograms of folic acid every day prior to pregnancy.
- The average total lifetime cost to society for infants born with Spina Bifida may well exceed \$1,000,000.
- Children who have Spina Bifida have medical expenditures 13 times greater than healthy children.
- Adults who have Spina Bifida had medical expenditures 3 to 6 times greater than healthy adults.

## Setting your fundraising goal

Walk-N-Roll for Spina Bifida is a fun and inspiring event that helps the Spina Bifida Association fulfill its mission. It is also a wonderful chance to pay tribute to those who have been touched by Spina Bifida. Most importantly, it is an opportunity to be part of the solution and to help ensure that no one faces Spina Bifida alone.

Participants are encouraged to set fundraising goals to raise \$200 or more. This guide provides you with creative ideas on how to meet your goal!

## It's easy to raise \$200

Here are a few ideas:

- Give something up – a movie, manicure or dinner at an expensive restaurant – and contribute what you would have spent to Walk-N-Roll for Spina Bifida.
- Host a fundraising party and ask attendees to pledge their support.
- Create a buddy system. Ask someone who cannot join you on walk day to help you collect donations.
- Ask your company and other companies to conduct a Dress Down Day for their employees and ask for donations to participate.
- Hold a garage sale and donate the proceeds.
- Take your fundraising letter and Walk-N-Roll for Spina Bifida information everywhere you go.
- Ask one person a day to sponsor you in Walk-N-Roll for Spina Bifida.
- Ask your friends to contribute to Walk-N-Roll for Spina Bifida instead of purchasing a gift for your birthday, anniversary or any occasion.
- Promote yourself – call your local newspaper and let them know what you are doing. Offer to send a photo. Publicity generates donations.
- Ask five to ten people to save their change for you for a month. Give them decorated buckets to keep the change in. Hold a “counting party” at the end of the month.
- Approach your company. Many companies will give a flat donation and many others have matching gift programs.

### Who to ask?

This is the time to ask everyone you have supported to now support you. Here is a list of ideas for asking others to support you:

- Send an email or a letter to everyone in your address book
- Friends
- Family
- Co-workers
- Favorite local restaurant owner
- Any favorite local shop that you frequent often
- Your doctor, dentist or lawyer
- Your teammates or gym buddies
- Your hairdresser or barber
- People at your place of worship

Continue to ask your supporters to invite their friends, family members, neighbors, and business associates to walk with you until you reach your recruitment goal.

### Using your social media networks to make the ask

Are you on Facebook, MySpace, LinkedIn or some other type of social media network? These can be valuable tools for recruiting team members and raising funds! Download the Walk-N-Roll logo from the Web site and post it to your social media page.

Update your status frequently with information about how to join your team, how to make donations, and updates on how your recruiting and fundraising efforts are going. Be sure to send out the link to your personalized fundraising page!

### Tips for Successful Letter/Email Writing

- Write a short letter!
- Share something personal about yourself or the person you are walking for and how Spina Bifida has affected you.
- Include your fundraising goal and ask for a specific dollar amount.
- Provide facts about Spina Bifida, the Walk-N-Roll for Spina Bifida, and the important work being done by the Spina Bifida Association.
- Tell them that donations are tax deductible and checks should be made payable to the SBA Chapter you are supporting.
- Include a link to your personal Web site so that donations can be made online.
- Ask that they please donate by the date of the Walk-N-Roll so you can turn the money in at the event.
- Mail your letter to family members, friends, coworkers, and business associates. Be sure to look at your holiday card mailing list too!
- Send thank you notes (after the Walk) to everyone who donates to you.

## Sample Fundraising Letter

Dear \_\_\_\_\_,

This year I am helping to support the important work of the Spina Bifida Association to improve the quality of life for those living with this complex birth defect by participating in the Walk-N-Roll for Spina Bifida.

Did you know that Spina Bifida is the most commonly occurring complex birth defect in this country and affects over 180,000 Americans? The total average lifetime health costs for an infant born with Spina Bifida can exceed \$1,000,000.

<Insert paragraph about your personal interest in the Spina Bifida cause.>

I have decided to help the SBA take steps today for a brighter tomorrow for those living with the challenges caused by this birth defect. I am committed to raising \$ \_\_\_\_\_ to support programs and services for those with Spina Bifida. You can also make a difference by joining my team and walking with me, or by donating funds to help me reach my goal.

I would love to have you join me – either in person or in spirit through your donation – in helping this wonderful cause. I am asking each of my friends to consider a tax deductible donation of \$ \_\_\_\_\_ in support of my efforts. Donations can be made via check made out to the Spina Bifida Association and mailed to me or online at my personal Walk-N-Roll for Spina Bifida Web site (<http://XXX>).

Thanks in advance for your support!

Sincerely,  
Your Name

## Register for the Walk-N-Roll

Registration is available online or via mail.

### Online

Visit <insert Web address> to register online for the Walk-N-Roll for Spina Bifida in your area and take advantage of the easy-to-use online fundraising tools. As a Walk participant you can create your own Web page, send personalized emails to recruit friends to walk with you or ask for donations on your behalf.

The individual Web pages allow you to track your fundraising success. You can sign up to receive notifications when donations have been made on your behalf.

### Mail

Participants can register for the Walk-N-Roll for Spina Bifida by completing and mailing or faxing in a registration form. Contact your local Spina Bifida Association Chapter for registration forms. A list of SBA Chapters is available at [www.spinabifidaassociation.org](http://www.spinabifidaassociation.org).

### Frequently Asked Questions about Online Fundraising

*Is it safe to use my credit card online? What about privacy?*

In order to prevent unauthorized access and protect our donors' personal information, the

SBA uses the highest levels of internet security for its site transactions.

*How do donors know if their credit card donations went through?*

The Walk-N-Roll system will automatically generate a donation confirmation email when the transaction goes through. The donor will receive this email and should print it out for tax purposes.

*How will I know if someone has donated online to support me?*

You will receive an email notifying you when someone makes a donation. You can also log in to your HQ and you will be able to view your fundraising total to date, how many people have viewed your page, and how many emails you have sent. Click on Reports to view who has donated and how much they gave.

*Some people are not comfortable donating online. Can they still send in their donations?*

Yes. Although donating online is often more secure than conventional postal methods, many people are more comfortable sending a check.

*When someone makes a donation online, will they receive an automated thank you letter from the SBA?*

Yes, everyone who donates online will receive a thank you letter.