



## FUNDRAISING TIPS

THANK YOU for taking the first step and signing up for Joe's Run, Walk & Roll fun-run, walk and wheelchair roll to support people with disabilities and their families on  
**Saturday, September 21, 2019**

[Here are some tips and tools you can use to succeed in:](#)

- **Reaching out to your network** of friends, family and co-workers to raise more funds for people with disabilities - Including email samples to help you get started
- **Recruit team members**
- **Collect more donations** simply by hosting your own fundraiser or asking your employer for a match
- **Tell your story** of why supporting Broadscope is important to you

Remember, Broadscope Disability Services is a local organization serving people in Southeastern Wisconsin. **We rely entirely on the generosity of our community and compassionate people like you** to provide essential services to more than 1,200 families.

Questions? Contact Elliott at 414-755-8028 or email [eking@broadscope.org](mailto:eking@broadscope.org)



### QUICK TIPS



*[Fundraising can be intimidating, but here are some ways to make it easy and FUN!](#)*

1. **Use social media!** Promote your team/personal page on Facebook, Twitter and LinkedIn to reach possible team members and supporters!
  - Post regular updates about your fundraising progress and the event.
  - Always thank your supporters publicly on social media & remind everyone how much you have left to hit your goal - it's a great way to show appreciation and could inspire others to give too!
2. **When your donation page is ready, share it!** Copy and paste the link to your page in emails & on social media! Make it easy for people to give!
3. **Remember, you're not asking for anything for yourself** - you are asking someone to make a donation to improve the lives of people with disabilities in our community.
4. **Is your team ready to go? Start a little friendly competition and make it fun!**
  - Pick a nearby business, another department at your company, or another family and set your team's goals up against theirs! Young can compete against the other team to raise the most money or recruit the most members!
5. **Don't forget to use the power and talents of your entire team to collect donations!**



## MATCHING GIFT PROGRAMS

Does your company offer matching gifts? If you're not sure, ask! Just like if you sent in a \$25 check to Broadscope, donations made to Joe's Run, Walk & Roll are tax-deductible and go right back to supporting the families we serve! Many generous employers in the Milwaukee area encourage charitable contributions by matching your gift collar for dollar. It's one of the easiest ways to double your impact!

## RECRUIT YOUR TEAM

It seems simple, but the best way to recruit people to join your team is to ask them!

1. Simply asking friends or family to join you in the run/walk/roll goes a long way
2. Think your co-workers would love to participate?
  - a. Put up a team flyer in the break room
  - b. Include your team info in an upcoming newsletter
  - c. Ask your HR director if it can be included in your wellness initiatives
3. Even if someone can't come to Joe's Run, Walk, & Roll on September 21st, they can still register and raise funds for the families we serve and your team

## EMAIL SAMPLES

Here are samples we've put together to get you started recruiting your team or collecting donations!

### Sample #1: JOIN MY TEAM

Will you consider joining my team for Joe's Run, Walk and Roll, and 5k fun-run or 1 or 2-mile walk/roll, to support people with disabilities and their families on Saturday, September 21<sup>st</sup> at Hart Park in Wauwatosa to support Broadscope Disability Services?

Not only does the run/walk/roll raise funds to support critical services for thousands of families in Southeastern Wisconsin, but you don't have to know someone with a disability to participate. It's a day of fun-filled activities for the entire family!

### Sample #2: WILL YOU SUPPORT ME?

I am so excited to be participating in Joe's Run, Walk & Roll on Saturday, September 21<sup>st</sup> to support Broadscope Disability Services whose mission is to advance opportunities for people with disabilities and their families!

Proceeds from Joe's Run, Walk & Roll go directly to support critical services for thousands of people with disabilities and their families in Southeastern Wisconsin. They provide life-changing support to the community through their Respite, Independent Living and Employment programs. In addition, they work across boundaries to partner with other community organizations to ensure no family is being left behind.

Will you support me and the incredible work Broadscope does for the community with a donation?

## WAYS TO GIVE

People can donate to you or your team in two ways:

1. Online: [www.broadscope.org/support-our-mission/events/joes-run-walk-roll/](http://www.broadscope.org/support-our-mission/events/joes-run-walk-roll/) (Click Pledge Online)
2. Cash or checks (*made out to Broadscope Disability Services*)

What do you do with cash or checks?

1. Mail cash and check donations to Broadscope
2. Bring the donations to Broadscope prior to the event with a pledge form
3. Turn them in at the registration table on the day of the event

\*\* Be sure to fill out a pledge form with the donors' information for ALL check and cash donations so we can track them properly - we will update your Joe's fundraising page with the new donations for you.

**Please mail donations to:**  
Broadscope Disability Services  
Attn: Joe's Run, Walk & Roll  
6102 W. Layton Avenue  
Greenfield, WI 53220