



Important Steps in Fundraising and Forming a Team

Below are some tips to assist you in your fundraising goals.

1. Whether you are fundraising as a team member for the walk or as an individual, it is important to state what you are fundraising for and if you have a personal connection, share that with your potential sponsor/donor. Also, state your personal fundraising goal.
2. Write a letter or email, also, put it on your Facebook page and send out a tweet on your twitter account if you have one. Say what you are doing and why you are doing it. Tell your personal story and **MAKE** it clear why the **“HSC Turkey Trot”** is important to you.
3. Mail/email it to family members, friends, co-workers and business associates at least 3-10 weeks before the walk.
4. Enclose in the letter/email some information on the importance of the Chapter, its programs and services and our partnership for research support of the National Hemophilia Foundation (NHF). A portion of our walk proceeds are sent to NHF each year in support of their research initiatives.
5. Be sure to say that all donations are tax-deductible and checks should be made out to **Hemophilia of South Carolina**. We will in turn, send a donation receipt letter to the donor with our thanks and appreciation.
6. If you ask for your donations to be returned to you, keep track of who sent you donations and be sure to send them a **thank you letter**. You can send all your donations collected by mail (not cash) to the Walk Event Manager, Sue Martin / Executive Director, at the Chapter in an envelope with a letter marked with your teams name and/or your individual name who the donations are being collect from. This way we will apply the amount of donations to your team or individual fundraising goals. This way we keep track of who raises the most funds for our contests and awards. You can send donations weekly as needed before the walk date and/or at the walk itself. Please change all cash into a check or money order before sending in the mail.
7. Remember, if you don't ask, they can't donate!!! Don't be afraid to ask for support in your efforts. You **are** making a difference in the lives of individuals with bleeding disorders. Thank you!
8. Mail donations to: **Hemophilia of South Carolina**
439 Congaree Road, Suite Box # 5
Greenville, SC 29607

How to Be a Team Captain and What Does that Mean?

A **Team Captain** is a position designated to support the efforts of a walk team by leading a team to participate in the walk and to raise funds. As a team captain, you are the link between your team and the Chapter. The walk event manager will help as needed to recruit more members and encourage fundraising efforts of your team. A team can be made up of family, friends, neighbors, classmates, co-workers, or members of your activities, such as a book club, sport team, church, etc. A team can be two people or more.

- The Team Captain registers the Team Name with their individual registration for the walk by registering for the Walk. You can do this online or by sending in a registration form downloaded from our walk page. Be sure to provide the **team name** with your registration. The registration fees of your team members will count towards your fundraising goals so once you have registered yourself and team name, you will have just raised \$25.00 for your team.
- Set a goal for yourself as to how many walkers you want to have walk/run with you on the Walk Day. Write letters, make calls, send emails, post on your Facebook page and send a tweet to ask for supporters to walk with you on your team. Encourage them to sign up either online or by mail as you did. Tell them to enter your team name when registering where it states to do so. Help explain the process and away you will go. Set your team fundraising goal and ask your team members to help you raise money towards your team's efforts. Share your story and why it is important for your team members to join you. Thank them for being part of your team.
- Communicate often with your team. Staying connected keeps them energized and excited. Design a t-shirt, dress up in a fun costume for the Thanksgiving season, make turkey hats, enjoy the event competition to raise the most funds and have fun. Raising public awareness of bleeding disorders, reaching out to the community and supporting the Chapter and those who it serves, is what it is all about!
- Be sure to stay in touch with the Chapter and let us know how you are doing. Let us know of your challenges and your successes. Help us spread the word of our efforts and to recognize you for your support. Walk with **your team** and Hemophilia of South Carolina on November 3rd and most of all, have fun!

Feel free to call the Chapter at any time for support or with questions at: 864-350-9941.

Thank You in Advance!!!