



Walk MS may be over, but your efforts don't have to be!

Post-Event Fundraising Tips

- **Share your Walk Day experience** with your friends, family, and colleagues! Post a photo from Walk Day and let them know there is still time to support your efforts.
- If you haven't already, **make a donation to yourself**. It's a great way to show people you are committed too!
- **Send a follow up email** to any potential donors that haven't given yet. Sometimes people need a friendly reminder! In your participant center, you can view who has opened your email and still hasn't donated and who hasn't even opened your email yet.
- **Use Facebook and Twitter to reach your entire network**- you never know who might support your efforts!
 - **Suggested Facebook post:** *Walk MS may be over, but I still need your support! There's still time to make a difference in the lives of those living with MS. Donate today:* PERSONAL PAGE LINK
 - **Suggested Tweet:** *#WalkMS may be over, but there's still time to make a difference for those living with MS. Donate today:* PERSONAL PAGE LINK
- **Itemize the amount you're asking people to give.** Ex. \$5 = 2 Starbucks coffees; \$10 = 1 takeout lunch. When the amount seems more relatable, people are more likely to give!
- **Share your goal** with potential donors: *Even though Walk MS is over, I'm still trying to reach my goal of raising \$X! Please consider supporting my efforts by making a donation today:* INSERT PERSONAL PAGE LINK
- Encourage your donors to submit their donations to a **Matching Gift program**. They can check to see if their company participates by clicking here: www.nationalmssociety.org/employermatch
- **Have a Walk MS t-shirt?** Wear it out! You never know who has a connection to the cause.
- Now that the weather's warming up, **host a BBQ/Garden Party/Potluck** and charge a small cover charge, with the proceeds going towards your post-event fundraising.
- Spring cleaning? **Host a garage sale!** It's a great way to reorganize and fundraise at the same time.
- Get your coworkers to show off their spring style by hosting a **dress down week** in your office! For a donation, your coworkers can take a break from the normal dress code (check your office policies first!).
- **Most importantly- don't forget to thank your donors for their support of both you and the National MS Society!**