



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.
- 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.
- If you haven't already, make a self-donation. It's a great way to kick start your efforts!
- 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.
- **Most importantly- don't forget to thank your donors for their support of both you and the National MS Society!**