

THANK YOU

Thank you for your participation in The Kelly Tough! Your support helps provide care for families affected by Leukodystrophies and funds research for better treatments.

This guide is designed to help you reach your fundraising goals! You will find tips on how to fundraise for your The Kelly Tough event, along with strategies on how you can sustain your fundraising efforts for Hunter's Hope.

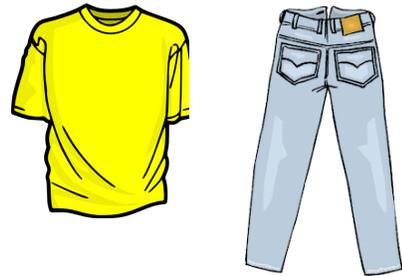
The Hunter's Hope Foundation is committed to helping you take the next steps in your fundraising efforts.

We hope you find this guide to be a useful tool in accomplishing your personal fundraising goals!



Fundraising Tips & Ideas

Hold a dress down day at your work place. You would be amazed how many people will pay a small fee to be more comfortable!



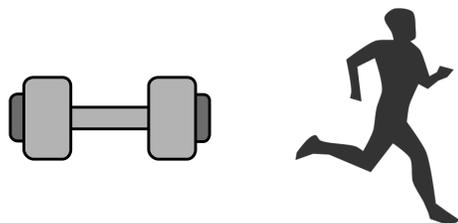
Need to do some spring cleaning? Hold garage sale advertising how all proceeds go towards your Kelly Tough fundraising goal.

Provide a service: mow lawns, walk dogs, babysit, or help someone clean their house.

Offer your services for a donation to your cause!



Hold a bake sale at work or on the weekend. People love homemade sweet treats!



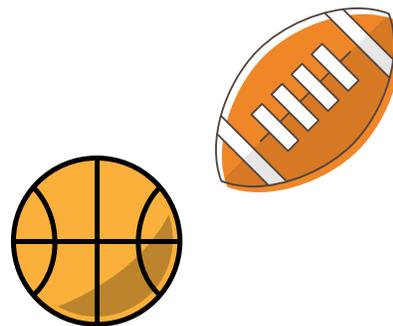
Ask your gym to put out a donation bucket to support your fundraising efforts. Create a pledge sheet and have people sponsor you by the mile!

Make a list of 25 people you know, and write a letter asking for a minimum \$25.00 donation. That's an easy \$625.00!



Hang a poster at your desk or in the lobby of your office, along with a donation jar. Be sure to include information on why you are Kelly Tough!

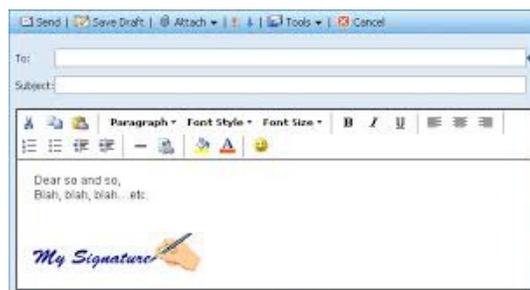
Ask friends and family to participate in football squares or March Madness brackets. Put all the proceeds towards your fundraising goal!



DOUBLE YOUR DOLLARS!

Find out if your company has an employee matching gift program. This means your employer could match your donations dollar-for-dollar!

Include a link to your personal fundraising page in your email signature.



On your birthday, ask your family and friends to donate to The Kelly Tough instead of buying you a gift. Reaching your fundraising goal on your birthday is a great present!

Don't forget to go through your email contact list! Send everyone an email and include why you are participating in The Kelly Tough and include the link to your fundraising page.



People are more likely to donate when asked personally, so take the time to actually call people on the phone. If they are not there, leave a message asking them to help you reach your fundraising goal – it never hurts to ask!

Use your cell phone! Send a quick text message to your friends and family asking them to donate; you can include your link to your fundraising page too! Texting is a great way to get your ask out and an easy way to follow up.





Tell people what you are doing on your social media pages: Facebook, Twitter, Instagram, LinkedIn, etc. Share your story along with your personal fundraising page link.



Looking for a fun activity for a great cause? Host a themed fundraising party! Invite your friends, family, and neighbors, and charge them a small fee to attend (nothing greater than \$5.00).

Here are some party ideas:



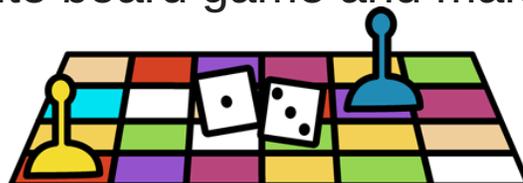
- Girls Night

- Movie Night – show a movie and have some great snacks



- Sports Night – invite people over for “the big game” Cheer on your favorite team and everybody wins!

- Game Night – have everyone bring his or her favorite board game and make a night of it.



Do you have a lot of empty cans and bottles around your house? Go return them at your nearest grocery store or bottle return location. Who knows, a few dollars could be all you need to reach your fundraising goal!



Don't forget to donate to your own cause. People are more inclined to donate when they see others already have made a contribution.

You can also keep a spare change jar in your house and watch how quickly the dollars add up!



Fundraising Strategies

1

Be Kelly Tough in honor of someone! Run or walk to honor the memory of a friend or loved one. Don't be afraid to share your story when asking for donations.

2

Follow up with people after your initial ask. Its okay to be persistent, sometimes people just need a friendly reminder!

3

Thank your donors! Send a card or an email when The Kelly Tough event is over and share how the event went. They would love to know they were a part of your personal success!



Be a Kelly Tough Team!

If you registered as an individual for The Kelly Tough, consider joining or forming a team. Running or walking as a team can make for a more enjoyable Kelly Tough experience!



Teams allow for friends, family, and co-workers to come together to support a good cause

Fundraising becomes easier as a team

If you are on a corporate team, it is a great way to promote team work and build unity among your co-workers