



## **AIDSWALK Richmond**

*Your fundraising effort is the key component that will make AIDSWalk Richmond a resounding success each year. As a participant, you have the ability to inspire and secure the financial support that will allow Richmond's HIV/AIDS Clinics to continue its critical work in our community!*

### **The Fundraising Basics**

**Ask, Ask, Ask.** There is one very simple rule for fundraising: you only get money when you ask for it! Every person you encounter in the course of a day is a potential sponsor and an opportunity to talk about the AIDSWalk Richmond and community clinics. They can't support your effort if they aren't aware of it or provided the opportunity to do so.

**Ask Big.** Don't underestimate the potential of your sponsors to give in a big way. If you ask for \$100, you might not get it but you'll probably get much more than if you ask for \$10. If you ask for \$10, odds are good that all you'll get is \$10. Let your sponsors determine the level at which they're able to give.

**Set a personal fundraising goal** that is challenging and also reflects the importance of the cause. Once you've met that goal, set a higher one and continue to fundraise!

**Make a list of everyone you know.** Don't leave anyone off. Include your family, friends, classmates, and co-workers, as well as businesses you patronize frequently such as your dry-cleaner or doctor.

**Develop a fundraising plan.** Take your list and determine how you're going to ask each person for support.

**Start right away.** Ask for your first contribution today! You'll be surprised at how easily you get your first donation and how quickly your fundraising effort gains momentum.

*AIDS Walk Richmond, PO Box 59, Richmond, Virginia 23219.*

