

JUST ASK! THE WORST YOU'LL HEAR IS NO.

**Asking for money can be tough - but it's worse when you don't ask at all!
Here are some helpful tips to help you reach your goals.**

- 1. Ask Anybody and Everybody:** Reach out to your contacts and see if they want to get involved and be part of your fundraising team. If they don't want to be on the team, ask them for a donation.
- 2. Encourage your team members to fundraise.** Set your own goals or use our suggested amount of \$200 - \$300 per member. Our minds want to convince us that someone won't donate - that's not true! When you make an ask for a donation, be sure to pause and LET THEM DECIDE - don't make up their mind for them.

TEAM CAPTAIN TASKS

- Coordinate, educate and motivate your team members.
- Use your excitement and energy to encourage your team.
- Set team and individual goals. Try to better your best!
- Keep your packets and turn them in to the Accounting Team.

***"Real leaders are ordinary people
with extraordinary determination."***

FUNDRAISING TIPS

- **Don't be afraid to hear the word no.**
- **Get excited when you hear the word YES.**
- **Try to get matching funds.** Do you know someone who would donate a larger amount if you could get 3 other people's donations to equal that amount? This helps donors feel like their money is having the largest impact possible.
- **Use us as a resource for ideas and help.** Remember, we're on your team too.
- **HAVE FUN.**

***"None of us are as
effective as all of us."***

TEAM RESOURCES WEBPAGE

Find things like our letter templates, donation receipts, team member information sheets, and more.

<https://www.tomorrowshope.org/hopefest/teams/>

TEAM CAPTAIN TIPS

**Determine why your team
is involved & dedicate your efforts.**

Are you all participating for the same person or do each of you have someone special you are dedicating your effort to? Make a list! This will help your entire team work together to support their loved ones.

Set your goals with your team.

How much do you want members to raise and what is your overall goal?

Communicate.

Update your team members on a regular basis.

Get creative.

Brainstorm new ideas for fundraising - events, products, etc.

Get online.

Create a Team Page through Crowdrise (instructions provided). Create a Facebook event that links to your Crowdrise page.

Donor recognition.

Recognize everyone who contributes.

***"The more excited you get,
the more excited your team
members will be."***

TALKING POINTS

Here's an example of a quick ask.

Hello! My name is _____. I'm working with Tomorrow's Hope as a Team Leader/Member to raise funds to help those impacted by life-limiting illness. Would you be interested in making a donation or joining my team? For a little background on Tomorrow's Hope: they provide grant funding to local healthcare organizations who use funds to help those touched by Alzheimer's, cancer, diabetes, heart disease, and other life-limiting illnesses. One of the best parts is that all funds stay local and they can tell you exactly how funds are used by the recipients. I'm part of a team with this organization because **(INSERT YOUR REASON HERE)**. Will you make a donation of _____ to support me and my efforts? I'm trying to reach a goal of _____.

NOTE: Ask for a donation at the beginning and end, point out important aspects of why you support Tomorrow's Hope, and share your personal story to have the greatest impact.

Tomorrow's Hope Donation Discussion Points

1. We are local. We support organizations and agencies that provide service and support to people in our own cities and towns in southern Wisconsin. You and the person you are asking for a donation from most likely have been touched yourself or know someone who has been touched by Alzheimer's, cancer, diabetes, heart disease, seizure disorder or other life-limiting illness that is supported by one of our recipients.

2. We can tell you exactly where your dollars have gone and how they're used. For example: Rainbow Hospice Care: Bereavement and Tuck-In services, Fort HealthCare, UW Health, Watertown Regional Health Services, and the Watertown Area Cares Free Clinic offer programs that address body fat, diabetes, healthy choices, heart education, obesity, and smoking cessation; UW Carbone Cancer Center: treatment and cure research; American Family Children's Hospital: support of the Pediatric Heart Program; and Children's Hospital of Wisconsin, Milwaukee: programs for children touched by diabetes and seizure disorders.

3. We are not part of national organizations that often 'invest' your money to support their mission. What's the difference? Our dollars go directly to the recipients who actually provide the care or do the research. We like to say we are making a 'direct deposit' into healthcare providers that impact your family, neighbors and friends.

4. We keep our dollars local. Since 1998 we have granted over \$4.2 million creating over \$7.2 million in LOCAL Economic Benefit! That means when we grant our dollars to a local healthcare recipient, they use that money to purchase a supply or pay a salary. Those individuals then use that money to