



## TSF Personal Fundraising Guide

Being a successful fundraiser is easy to do with a plan in place! Use this guide to help you set and reach your fundraising goals! Good luck and thank you for supporting Turner Syndrome Foundation!

### Step 1: Set a Goal

Your first step is to set a goal that is challenging but also achievable. Think about the people in your network that you think will support you, how far away your fundraising deadline is, and the type of fundraising you'll do. Many fundraisers start with a goal of \$1,000.

### Step 2: Create a Personal Fundraising Page

This is the easiest way to collect and track donations because everything is done in one place. Visit <https://turnersyndrome.foundation.org/online-fundraising/> to create your own fundraising page, add a photo, and share your story so people know why this cause is important to you!

### Step 3: Make a Donation

Jumpstart your fundraising by making a donation yourself! This will show your supporters how important this cause is to you and how committed you are to achieving your goal!

### Step 4: Build a Fundraising Network

In step one, we suggested you think about the people who will support your fundraiser. Make a list of all of these people with their contact information so it's easy for you to reach out to them. Some groups to think about include family and friends, local community, work, school, and activities. Start with the people that are the easiest to reach then expand from there.

### Step 5: Make the Ask

Now that you know *who* you're going to reach out to, make the ask! There are many options when it comes to *how* you will ask. Some options include mailing letters, making phone calls, sending emails, and posting on social media. No matter how you choose to make your ask, be sure to send the link or instructions on how to access **your personal fundraising page** to make the process easy for your supporters! Check out "The Art of the Ask" on the next page for tips!

### Step 6: Follow Up with Your Network

On average, it takes a donor three reminders to make a donation. Send out reminders and keep them updated on your progress.

### Step 7: Say Thank You!

Thank your supporters with a hand written note, thank you email, post on Facebook, or whatever works best for you. Your donors will appreciate the acknowledgement and be more likely to support you again in the future!



## The Art of the Ask

A greater philanthropy will increase Turner Syndrome Foundation's capacity to advocate, deliver physician and consumer education, and support new research initiatives to have a greater impact on women's health. Outright donations are one of the most valuable gifts you can offer Turner Syndrome Foundation. Encouraging your friends and colleagues to offer generous contributions ensures that your support increases exponentially. ***A greater philanthropy begins with you.***

### Getting Started

There are many ways you can reach out to your fundraising network. Phone, email, letters, and visiting them in person are all successful ways to encourage donations. One of the biggest challenges is just getting the conversation started! Here are some talking points to get you on the right track:

1. Make an appointment to speak to the people outside of your immediate circle to make sure you have their full attention.
2. Look through the TSF website ahead of time so you are able to answer any questions they may have. If you do not know something, be sure to make a note so you can follow up with them and provide the answer.
3. People connect to personal stories. Share yours with them.
4. Speak slowly and make eye contact.
5. Be mindful of their time. You want to make sure you get your point across, but try to keep it short and sweet. If you tell them you will only take 20 minutes of their time, be sure to stick to that.
6. Leave them with a piece of literature they can refer back to.
7. Always thank them for their time and support.
8. Follow up in a timely manner. Provide any important information that will make it easy for them to support you, such as a link to your fundraiser.

#### **Bonus tip:**

Add a short message to your email signature, like *"Join me as I change the future of growth disorders"* with a link.

### Things to Keep in Mind

Fundraising can be scary! Asking people you may not know that well for money can be uncomfortable. It's important to remember that you're not just asking people for a donation, but inviting them to make an important difference for the future of Turner Syndrome! When people choose to help you reach your fundraising goal, they are joining a national movement to raise awareness of Turner Syndrome!

#### ***Before posting online, can you answer YES to all of these questions?***

1. Is this post informative or inspiring?
2. Did I include a link to donate or find more info?
3. Did I support my statement? (I support TSF vs. I support TSF *because...*)
4. Am I speaking about TSF, not for TSF?



## More Ways to Fundraise

### Matching Gifts

Hundreds of corporations across America honor their employee's donations to non-profit agencies, and offer matching gift programs to further increase the value of their donations. More and more companies offer online Matching Gift processing, so no form is required – just let them know you donated to us, and they take care of the rest. Your donation may be doubled or even tripled! Some companies will even match gifts made by retirees or spouses.

#### What To Do:

Talk to your employer to see if they offer matching gifts. If they do, request a Matching Gift form, complete and sign, and mail it in with your donation. *If you've already made your donation, you can still complete the form and match your gift!*

#### **Mail to:**

Turner Syndrome Foundation  
P.O. Box 726, Holmdel, NJ 07733

**Fax** it to 800-594-3862 or **Email** [info@tsfusa.org](mailto:info@tsfusa.org)

### Host an Event

Hosting an event is a great way to get many people involved with your fundraising efforts, all while raising awareness for Turner Syndrome and having fun! Our website has countless resources to help you plan and run your event, and we're here to help you along the way! 100% of proceeds must benefit Turner Syndrome Foundation and hosts are asked to adhere to the talent management handbook guidelines found on our website. Some event ideas include:

- Jean Day
- TSF Treats & Sweets Bake Sale
- Golf Outing
- Scrapbook Event
- Car Wash
- Benefit Concert

These are just a sample of the many event ideas found on our website! To find the right event for you and get started, visit <https://turnersyndromefoundation.org/volunteer-3/volunteerfundraise/>

### In-Kind Donations

In-kind donations are gifts of goods or services, not including monetary donations. For example, if you are hosting an athletic event, a good in-kind donation may be water bottles from a local grocery store. Local businesses are best to ask for in-kind donations because your audience is typically their customer. When approaching a business, be prepared. Know your facts about the mission of TSF, all event details, and exactly what you're asking for.



## Your Fundraising Plan

**Goal:** \$ \_\_\_\_\_

**Prior Raised:** \$ \_\_\_\_\_

**Self-Donation:** \$ \_\_\_\_\_

Look at your fundraising network list. What do you think the average donation will be? Divide your goal amount by the average donation amount to see how many people you will need to ask to reach your goal. For example, if your goal is \$500 and you think the average donation will be \$50, you will need to ask **at least** 10 people for support (\$500 goal / \$50 average = minimum of 10 donors). Keep in mind that some people will give below your average or choose not to give at all, so you'll have to contact more than your minimum.

**Letter Writing Goal:** \$ \_\_\_\_\_

Name \_\_\_\_\_ Potential Donation \$ \_\_\_\_\_

**Social Media Goal:** \$ \_\_\_\_\_

Share your story through social media. Be sure to add the link to your personal fundraising page each time. Sharing your progress toward your goal will encourage donations.

## Track Your Progress!

Use the thermometer on the next page to track your progress. Print and fill in the marks to your reflect your goal, then get excited as you watch it fill!

# GOAL

A large outline of a goalpost with horizontal lines for writing. The goalpost has a vertical stem and a circular base. There are 10 horizontal lines extending from the right side of the stem, with 5 lines in the upper section and 5 lines in the lower section.

**I'm making a difference for Turner Syndrome!**

[www.TurnerSyndromeFoundation.org](http://www.TurnerSyndromeFoundation.org) - (800) 594-4585