

Create a Fundraising Plan

1. What is your financial goal? Be realistic!
2. Why are you participating in the Tri-State Trek? Is it to honor someone with ALS? Is it to challenge yourself? What is the compelling story that will motivate people to support you?
3. Who will you ask for support? Make a list of potential donors within your network and think about communities outside your network. How can you reach other communities?

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4. What are your awareness and fundraising tactics?
Some ideas to consider:

E-mail or mail friends, family and appropriate business associates. Include your Tri-State Trek fundraising URL and Trek donation form for donors who prefer to donate with a check. Follow up with a phone call.

Check to see if your employer can support you through a sponsorship, matching gift, grant program, mention in corporate newsletter, or provision of in-kind goods/services.

Matching gifts can play an important role in helping you reach your fundraising goal, and you should always encourage your donors to find out if their employers have a matching gift program. [Learn more.](#)

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Use Facebook, Twitter, Instagram and other social media channels to spread the word and raise funds.

Host a fundraising event. Contact local venues and merchants and restaurants for raffle prize and food donations. Think about signage, merchandise and a speaking program. See our fundraising ideas.

Contact local media outlets—papers (print and online), cable tv and radio stations—love to feature people in their communities! Let them know about your participation in the Tri-State Trek, and hopefully they will help you spread the word about your efforts. Use our sample press release.

Tap into local merchants to sponsor you and/or hang up a flyer about you and your Tri-State Trek participation. Reach out to bike shops for a donation of a cycling jersey to print sponsor logos.

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5. Make sure your plan includes a realistic timeline for achieving your goals.

Need help setting up your plan? Contact your team at ALS TDI to help you.

Fundraising Tips

1. Take a moment to think about why you've decided to participate in the Tri-State Trek. Write it down, and remember it. You will share this reason with other people, and help them feel a connection.
2. Have a fundraising plan!
3. Start your fundraising as soon as you start training for the Trek. The sooner you begin, the less pressure you'll feel, so you can stay focused on your training.
4. Ask for support! People won't give if they haven't been asked. Ask everyone you know; ask everyone you don't know. The more people you ask, the more times you ask, the more money you will raise.

Fundraising Tips

5. Make your own donation. That will help inspire others to give too!
6. If someone pledges to donate, but doesn't follow through, it's ok to follow up with them after two weeks.
7. A personalized note (solicitation and/or thank you) in the mail goes a long way.
8. Always encourage your donors to find out if their employers have a matching gift program.
9. Keep your community updated on your progress (fundraising and training). You can do this via social media or email.

Fundraising Tips

10. If you are doing a creative fundraising event, sharing it via Facebook Live may be a unique way of spreading awareness and generating new donations.

Bonus Tip! Reach out to your team at the ALS Therapy Development Institute for support in your fundraising efforts!

Contact Us for Fundraising Help



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