



#WalkRollMDC



✓ WHO TO ASK

- Family
- Friends
- Co-workers and/or classmates
- Extended networks (church groups, book clubs, gym friends)
- Local businesses (your dentist office, favourite restaurant, shops you visit frequently, etc.)

✓ HOW TO ASK

- Email contacts from your Online Profile** • Utilize our email templates
- Make it personal** • Share why your local Walk & Roll event is important to you
- Always have a Pledge Form** • Bring them to school, work, and everywhere you go!
- Don't be afraid to ask more than once** • Did you know that on average, it takes 3 asks before a supporter will donate
- Post on Social Media often** • Provide a link to your online profile and update your friends when you raise money or reach a goal

✓ FOLLOW UP!

- Thank Your Donors** • Acknowledge and appreciate their support with a thank you email or social media post and share pictures from the Walk & Roll
- Keep Track of Your Donors** • Save your contacts on your online Walk & Roll profile. Next year, you will be prepared and know who you've asked before



**WE ARE
HERE TO HELP!**

Muscular Dystrophy Canada staff and volunteers have a wealth of information and tools that can help you reach your fundraising goal.

Visit
WalkRollMDC.ca
to get started!