



# FUNDRAISING TOOLKIT

EVERYTHING YOU NEED TO CRUSH YOUR FUNDRAISING GOAL.  
100% OF PROCEEDS BENEFIT FAMILIES LIVING WITH MS!





# TABLE OF CONTENTS

About SKI for MS	1
Steps for a Successful Fundraiser	4
Making the Ask	5
Email Templates	6
Sample Social Media Posts	8
Fun (and Easy) Event Ideas	10





# ABOUT SKI FOR MS

## A Day of Gnar, 35 Years in the Making

**One May day in 1985**, ten Olympians rallied in Alvska, Alaska, skiing 1 million vertical feet in 24 hours. Their cause: Jimmie Heuga, who was diagnosed with MS just 6 years after winning the bronze medal in slalom at the Winter Olympics in Innsbruck, Austria in 1964.

Together, these athletes raised the seed money Jimmie needed to start his own nonprofit – Can Do Multiple Sclerosis. Through Can Do MS, Jimmie pioneered a new standard of MS care that transformed the lives of families living with MS.

35 years and thousands of friends later, SKI for MS has become an epic day-long mountain event where skiers and boarders of all ages and abilities shred the slopes, sending families living with MS to the life-changing programs only Can Do MS provides.





# STEPS FOR A SUCCESSFUL FUNDRAISER

## 1 Believe in Your Cause

Every dollar raised from your SKI for MS fundraiser helps families living with MS thrive. Learn more about Can Do MS, the 501(c)(3) nonprofit organization your SKI for MS efforts support.

## 2 Set Your Goal

Think about what you want to accomplish. By establishing a goal around an impact, you'll have a real purpose that keeps your audience engaged. Don't be afraid to be ambitious! You'll be surprised by how easy it is.

## 3 Personalize Your Page

Why are you shredding for MS? Tell people what the vertical challenge means to you. Give specifics about the goals you hope to achieve through your efforts. Be sure to include pictures of you in action!

## 4 Gather Support

Rally your support network! This doesn't just mean friends and family. Think about all the people who can help you reach your fundraising goal. Is there a local business that will host a fundraising event? Will your company match donations? Get creative!

## 5 Share Your Story

Use the power of social media to inspire generosity. Send out emails to your contacts. Blog about your efforts. Create an InstaStory. Build awareness, share your goal, and make the ask.

## 6 Celebrate Your Success

As you hit each milestone, be sure to thank all the donors who helped you get there. Share your successes on social media to let your supporters know the impact they've made.



# MAKING THE ASK

Start by asking your closest friends and family members to make a gift. Asking those whom you are most comfortable with first makes it easier and helps your campaign gain momentum. Once those donations start rolling in, encourage others to join with these effective asks:

## Get Social



Launch your campaign on social media and ask for donations. You will find that people are often honored to be included in your fundraiser!

## Send Out Emails



Emails are the fastest and most effective way of asking for donations. Be prepared to send multiple emails. The more you communicate, the more successful you'll be.

## Follow Up



Continue to update your network on your progress and follow up with potential donors!

## The Final Push



Send a reminder email to your contacts who haven't donated yet and let them know that time is running out!

## Say Thank You



Call or send a personal thank you email to each donor that gave to your campaign.

## Always Be Linking



Put your fundraising link on everything. You might not make an ask on every social post or email, but always include the link to your fundraising page on the bottom.

# REMEMBER

People want to support an amazing cause. Tell them about Can Do MS and how SKI for MS funds all their amazing programs. You'll be surprised at their generosity!

# EMAIL TEMPLATES

## Email #1– Announcing Your Campaign

Dear [First Name],

On [insert date], I'm taking on the SKI for MS Vertical Challenge with a goal of shredding X,XXX feet at [Mountain Name]. But this event is more than just a day of pow... every dollar raised from my campaign directly benefits families living with MS.

This cause is close to my heart because [personal story].

I'm ready to take on the Vertical Challenge but need your help to carve away at my fundraising goal.

Please visit my fundraising page and donate today.

[insert fundraising link]

Thank you from the bottom of my heart!

Kindly,

[Your Name]

P.S. 100% of funds raised by SKI for MS will benefit Can Do Multiple Sclerosis, a national nonprofit organization that delivers education programs to help families living with MS thrive. These programs are offered to participants completely free of charge, thanks to the support of people like you!

## Email #2– Momentum

Dear [First Name],

I'm taking on the SKI for MS Vertical Challenge at [insert mountain] and fundraising to help families living with MS thrive!

I've officially reached [insert %] of my goal, thanks to the support of friends like you.

MS is growing profoundly in our country. There are thousands out there who need the educational programs that only Can Do MS provides. Together we CAN make that happen and transform lives.

Lives like Nikki's...

*"Can Do MS is the way medicine should be. You can't get this anywhere else. Jerrod and I got a once in a lifetime opportunity. I hope you understand the impact this program has had on us. Your gift is for life."*

Will you help me reach my goal of [insert fundraising goal]?

A gift of:

- \$25 brings a support system to families in rural communities.
- \$50 helps people regain control of their lives.
- \$100 transforms a devastating diagnosis into a lifetime of possibilities.

Visit [insert fundraising link] to donate today.

Thank you for joining me,

[Your Name]

# EMAIL TEMPLATES

## Email #3– The Final Push

Dear [First Name],

I'm just days away from taking on my XX,XXX Vertical Challenge! My skis/board are/is waxed and I'm ready to rip it!

But...I'm still [insert \$ amount] away from my goal! 100% of every dollar I raise will go directly to helping families living with MS thrive! Thanks to donors like you, Can Do MS delivers over 80 programs per year across the country, completely free of charge.

Check out this video to see the impact of your gift: <https://vimeo.com/265817562>

There are still so many families in need. With just a few days left, please join me in helping transform their lives for life.

Visit [insert fundraising link] to donate.

Sincerely,

[Your Name]

## Email #4– Thank You

Dear [First name],

Thank you so much for your generous contribution to my SKI for MS [insert mountain] campaign!

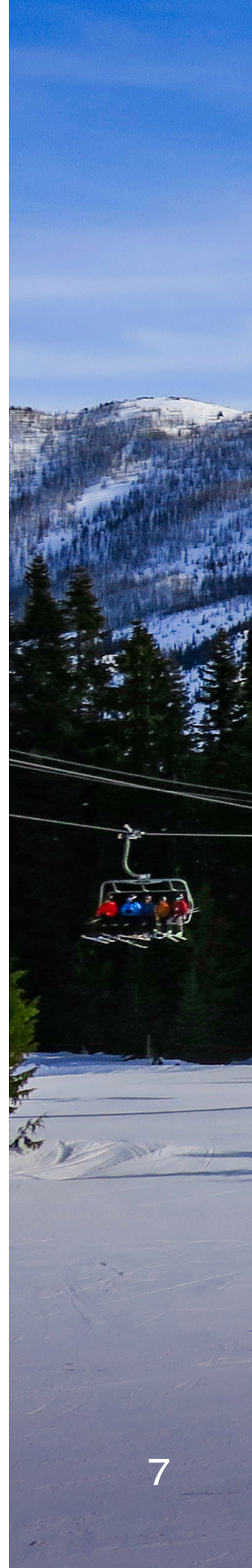
With your support, we were able to raise [insert \$ amount raised] for families living with MS! 100% of every dollar raised will send these families to life-changing programs – free of charge.

[Insert a few sentences about your Vertical Challenge and/or experience].

Thank you for transforming lives!

Gratefully,

[Your Name]





# SOCIAL MEDIA POSTS

Social media is perfect for sharing what you're doing and inspiring others to get involved. Whether you're posting a photo on Instagram or creating a Facebook event page, be sure to tag us in your posts and use the hashtags below!

CONNECT WITH CAN DO MS:



USE THE HASHTAGS:

**#SKI4MS**

**#VerticalChallenge**

## Twitter

I've accepted the #VerticalChallenge! On [insert date] I'm shredding XX,XXX feet at [insert mountain] as I #SKI4MS. Help me take my powder to the max and support families living with MS! [insert fundraising link]

I'm taking on XX,XXX feet of elevation at [Mountain Name]! Join me, @CanDoMS, and the #SKI4MS squad as we shred the slopes to support families living with #MS! [insert fundraising link]

I am [insert % or \$ amount] away from my #SKI4MS goal of [insert \$ amount]. Please visit my fundraising page or share my campaign. Every donation helps @CanDoMS support families living with MS. Read my story here [insert fundraising link]!

Thank you @USERNAME for your gift to my #SKI4MS campaign! Every last dollar will be put to immediate use by @CanDoMS, helping families with #MS lead fuller, richer lives! [insert fundraising link]

## Facebook

I've accepted the #VerticalChallenge! On [insert date] I'm shredding XX,XXX feet at [insert mountain] with @CanDoMultipleSclerosis as we #SKI4MS. Help me take my powder to the max and support families living with MS! [insert fundraising link]

Only [insert number] days left until I shred XX,XXX feet at [insert mountain]. Help me maximize my #SKI4MS gains with maximum impact! Support my #VerticalChallenge by donating to families living with MS. [insert fundraising link]

Thanks to the incredible support of friends like you, I've raised [insert \$ amount] for families living with MS, reaching [insert %] of my goal. You can still join me, @CanDoMultipleSclerosis, and the #SKI4MS squad as we take on XX,XXX feet at [Mountain]. Together, we CAN stomp the landing! [insert fundraising link]

Thank you, @USERNAME! Your donation to my #SKI4MS campaign is transforming lives! Thanks to you, more families living with MS will have access to the life-changing programs at @CanDoMultipleSclerosis. Your generosity will inspire me as I shred XX,XXX feet at [Mountain Name] for families living with MS! [insert fundraising link]





# Instagram

I've accepted the #VerticalChallenge! On [insert date] I'm shredding XX,XXX feet at [insert mountain] with @CanDoMultipleSclerosis as we #SKI4MS. Help me take my powder to the max and support families living with MS! Click my BIO LINK to learn more...

Only [insert number] days left until I shred XX,XXX feet at [insert mountain]. Help me maximize my #SKI4MS gains with maximum impact! Support my #VerticalChallenge by donating to families living with MS. Link in BIO!

Thanks to the incredible support of friends like you, I've raised [insert \$ amount] for families living with MS, reaching [insert %] of my goal. You can still join me, @CanDoMultipleSclerosis, and the #SKI4MS squad as we take on XX,XXX feet at [Mountain]. Together, we CAN stomp the landing! Click my BIO LINK to pledge your support. #VerticalChallenge

Today's the day! I'm going to shred XX,XXX feet at [Mountain Name] at #SKI4MS. There's still time to help me carve out a difference for families living with MS. Even the smallest gift makes an impact. Click my BIO LINK and get in on the gnar! @CanDoMultipleSclerosis #VerticalChallenge



# FUN (AND EASY) EVENT IDEAS

When it comes to hosting a SKI for MS fundraising event, the sky is the limit. You can host an event whenever you want, wherever you want.

Need a little extra inspiration? We've got more ideas for you below.

## Birthday Party



Use your birthday! Ask everyone to donate to your campaign in lieu of gifts.

## Car Wash



Organize a car wash in your community and ask people to donate to your cause instead of charging a flat fee.

## Garage Sale



One person's trash is another person's treasure. Marie Kondo your house, sell your unwanted items and put all the proceeds towards your campaign.

## Bake Sale



Ask your friends and family to bake some sweet treats for you to sell at your place of work or within your local community.

## Fitness Class



Host yoga in the park, lead a nature walk, or teach a salsa class! Ask people to donate instead of charging a fee.

## Pizza Party



Invite all your friends and family over for a pizza night! Ask them to pay per slice or donate a set amount at the door.

## Poker Night



Hosting a poker tournament is fun, easy, and makes a guaranteed impact. You can collect a percentage of every pot, charge an admission fee, or ask the winner to donate their earnings in exchange for a prize.

## Raffle or Silent Auction



Contact local businesses in your area and ask if they could donate a few items for a raffle or silent auction. Host the auction at your home or in your community. No matter how big or small, your event will make an impact, spread awareness, and help families living with MS thrive.