



FUNDRAISING TOOLKIT

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

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],

This year, I'm taking on the SKI for MS virtual Vertical Challenge with supporters across the country! Our goal is to collectively ski 1 million vertical feet for the nearly 1 million people living with MS in the United States.

But what really makes this challenge better than a powder day is that 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. 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],

This year, I'm taking on the SKI for MS virtual Vertical Challenge to collectively ski 1 million vertical feet for the nearly 1 million people living with MS in the country.

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.

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],

As you know, I'm taking on the SKI for MS virtual Vertical Challenge to carve out 1 million vertical feet for the 1 million people living with MS in the country.

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!

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 making a difference in their lives today.

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!

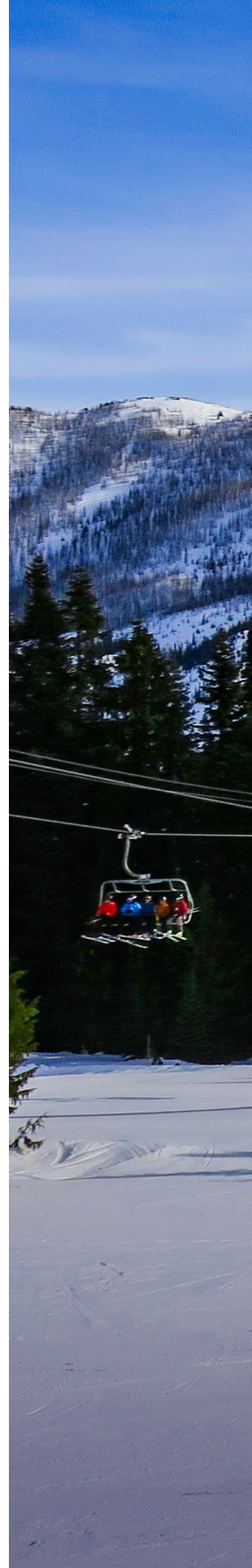
With your support, we were able to raise [insert \$ amount raised] for families living with MS! 100% of every dollar raised will send these families to life-changing programs – free of charge.

[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 US:



Social Media Templates

I'm taking on the #SKI4MS Vertical Challenge to help carve out 1 million vertical feet for the nearly 1 million people living with #MS in the country! You can join me by donating to the life-changing programs, only, @CanDoMultipleSclerosis provides. (Link to fundraising page)

I #SKI4MS because (insert story/inspiration). Will you join me with a donation as I help carve out 1 million vertical feet to support families living with #MS? (Link to fundraising page)

Ready to make a BIG impact? Join my #SKI4MS team as we take on the virtual #VerticalChallenge to help shred 1 million vertical feet for the nearly 1 million people living with #MS in the country. Every vertical foot counts! Together, we can stomp the landing! (Link to fundraising page)

Thank you, @username for the incredible support! Your donation to my #SKI4MS campaign is transforming lives! Because of your generosity, more families living with MS will have access to the free programs @CanDoMultipleSclerosis provides. Your kindness inspires me to continue to shred for #MS.

Thank you to everyone who has donated to my #SKI4MS campaign. I have reached (insert %) of my goal! 100% of proceeds work to benefit families living with #MS by providing life-changing programs. Together, we CAN stomp the landing!

USE THE HASHTAGS:

#SKI4MS

#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.