



GETTING DONATIONS FOR YOUR TEAM

Asking for money can be a daunting task.

Did you know that the number one reason people don't donate to a cause is: "No one asked me."? So give it a try. You may be surprised at how quickly you reach your goal.

Share Your Passion for the Cause

When you tell people why you love FriendshipWorks and why you are so passionate about the work and the mission, they will feel your excitement and connection to it. They will support YOU, even if they aren't as connected to the cause as you are!

Get Personal

Social media is a great way to inform, but you have to get personal in your ask: send a PM, email, or call directly.

Ask More Than Once

People get busy, they forget, they get distracted. Don't take it personally, or feel like you're hounding them. They usually appreciate the reminder.

Set Goals for Yourself

Let your circle know how you are doing: "I am only \$50 away from my goal. Will YOU be the one to put me over?"

If you reach your goal quickly, reset it!

CONVERSATION STARTERS

Still feeling stuck and can't find the right words? We have created some talking points about FriendshipWorks and the importance of our work in a few casual ways to help you start a conversation about why you are walking and why you want their support.

- Hi. I'm forming a team for FriendshipWorks' *Elderbration & Walk to End Elder Isolation*. Would you like to join my team and help me fundraise? Let me tell you a little more about FriendshipWorks.....
- Do you know how you sometimes feel alone and isolated? I know I do. For some elders, **this is their life**. We can help by creating a fundraising team for the FriendshipWorks' *Elderbration & Walk to End Elder Isolation*. Are you in?
- Did you know that isolation is as deadly as smoking 15 cigarettes a day? I was shocked when I heard about that. I love that FriendshipWorks is trying to change things and they need our help. I'm joining their *Elderbration & Walk to End Elder Isolation*. Will you support me?
- I hope FriendshipWorks will be there for me when I get older, so I'm going to create a team to fundraise for their *Elderbration & Walk to End Elder Isolation*. Care to join my team?
- I'm walking in memory of/in honor of my [grandmother, auntie, pops, mentor, granddad, best friend, pet, etc.] You remember them, right? Will you help me by making a donation in their memory/honor?
- Hey, you know how important our friendship is? I feel like I can always count on you. Well there are a lot of older adults who don't have that and need friendship, too. I want to do something about it so I'm starting a walking team for FriendshipWorks' *Elderbration & Walk to End Elder Isolation*. Would you walk with me or support me with a donation? Any amount will make a difference.
- I can't imagine life without friends, can you? That's why I've started a walking team for FriendshipWorks' *Elderbration & Walk to End Elder Isolation*. They help older adults who need a friend to have one.