



**SPINA BIFIDA ASSOCIATION  
OF GREATER NEW ENGLAND**

# Individual Fundraising Guide



## **About the Spina Bifida Association of Greater New England (SBAGNE)**

The mission of the Spina Bifida Association of Greater New England (SBAGNE) is to promote the prevention of Spina Bifida and to enhance the lives of all affected. SBAGNE offers numerous programs intended to aid and assist individuals with Spina Bifida and their families in New England. Some of these programs include Education Days, the Empowerment Program, BEST/BLING, and the Summer Picnic.

In order to maintain and grow these programs, SBAGNE relies on the help of individual fundraisers through events such as the Walk N Roll, the Falmouth Road Race, and other fundraising activities.

*Wonder how you can make a difference?*

***Your decision to join us for the Walk-N-Roll for Spina Bifida, the Falmouth Road Race, or an individual fundraising event will do just that!***

Participating in one of our events, or creating your own fundraiser, will give you the opportunity to pay tribute to those touched by Spina Bifida, but most importantly, it is a chance to be part of the solution and help ensure no one faces Spina Bifida alone! There has never been a better time to raise funds for SBAGNE. The Centers for Disease Control (CDC) estimate that there are over 180,000 Americans living with Spina Bifida – more than double previous estimates. We need you now more than ever!

This fundraising guide provides a brief description of two of our largest fundraisers each year, the Walk-N-Roll for Spina Bifida and the Falmouth Road Race. It also includes tips and ideas to help you make the most of your experience and maximize your fundraising potential. More information can be found at [www.sbagreaterne.org](http://www.sbagreaterne.org).

## The Walk-N-Roll for Spina Bifida

The Walk-N-Roll for Spina Bifida is a one-mile, family-friendly walk that gives participants the chance to make a difference in the lives of those affected by spina bifida, to raise awareness about the condition, and to be part of a fun-packed day of walking and socializing!

Prior to the day of the walk, participants raise funds to support the mission of SBAGNE. We will help you set up a Walk-N-Roll fundraising page, so it is super easy to manage your donations! There is no minimum fundraising requirement for this event, but it is always a good idea to set a goal for yourself – and aim high! Each dollar you raise directly benefits those living with Spina Bifida in the Greater New England area—and gives you the chance to earn great prizes!

The day of the walk is a fun-filled event, with teams coming together to walk or roll that mile, celebrate a successful fundraising campaign, and socialize with other SBAGNE supporters!

Not available the day of the walk? Ask us about participating virtually! For more information, go to [www.sbagreaterne.org](http://www.sbagreaterne.org) or contact SBAGNE at 888-479-1900.



## The Falmouth Road Race

The Falmouth Road Race is an iconic 7-mile race held in Falmouth, Massachusetts each August. There is such a demand for this race that runners need to enter a lottery for a number if they do not obtain a charity number! SBAGNE has been fortunate enough to participate in this Numbers for Nonprofits program of the Falmouth Road Race for a number of years.

Just as we do with the Walk-N-Roll events, SBAGNE will help you set up a fundraising website and provide support to help you reach your fundraising goals! This event does have a fundraising minimum, so see our website ([www.sbagreaterne.org](http://www.sbagreaterne.org)) to find out more details.



## Create Your Own Event

Are you looking for other ways to raise funds for SBAGNE? Not a big fan of running or walking? Or do you want to plan an event to help bring in donations in conjunction with the Walk-N-Roll or Falmouth Road Race? There are many ways that individuals can help us make a difference in the lives of those affected by Spina Bifida!

We'll list some ideas below, but we encourage you to be creative! *If you would like to host an individual fundraising event, please contact Ellen Heffernan-Dugan in advance at [edugan@sbagreaterne.org](mailto:edugan@sbagreaterne.org).*

- ❖ **Fundraising Party** - Invite guests to a house party and ask them to pledge their support for your fundraising efforts. This can be done as simply as giving a brief overview of SBAGNE and spina bifida and asking for straight donations at the party. Some people come up with a fun theme like an ugly sweater party or a game night.
- ❖ **Home Shopping Party** – Many home shopping representatives will let you host a home party as a fundraiser. Instead of the host earning free products based on the party's sales, the representative donates money to the charity.
- ❖ **Dress Down Day** - Ask companies if they will participate and allow employees to dress down in exchange for a donation. This is also a great option for schools that have uniforms or strict dress codes!
- ❖ **Garage Sale** – Have one and donate the proceeds!
- ❖ **Gifts for SBAGNE** - Instead of buying a gift for your birthday, anniversary or other occasions, ask friends and family members for contributions.
- ❖ **Give Something Up** – a movie, manicure or dinner at a restaurant – and contribute what you would have spent to Walk-N-Roll for Spina Bifida.
- ❖ **Change Jar** - Ask five to ten people to save their change for you for a month and hold a “counting party” at the end of the month! You could also ask your employer or a local business to put out a change jar. Make sure to decorate the jars with the SBAGNE logo or include a sign with more information!
- ❖ **Bake Sale** – Host a bake sale at a school, company, or your place of worship.
- ❖ **Auction or Raffle** – Collect prizes (many local businesses are willing to donate!) and host an auction or raffle to raise money.
- ❖ **Eat (or Shop) for a Cause** – Ask a local restaurant or store to donate a percentage of sales for a night to SBAGNE...and then tell all your friends about it!

## **Fundraising Tips: Who, How, and What to Ask**

### **WHO: Anyone and Everyone!**

This is the time to ask EVERYONE you know! Here are some ideas:

- ❖ Friends
- ❖ Family
- ❖ Co-workers
- ❖ Favorite local restaurant owner
- ❖ Any favorite local shop that you frequent often
- ❖ Your doctor, dentist, or lawyer
- ❖ Your teammates or gym buddies
- ❖ Your hairdresser or barber
- ❖ People at your place of worship
- ❖ Anyone and everyone in your address book!

Ask your supporters to invite their friends, family members, neighbors!

### **HOW: Letters, Emails, Social Media, Etc.!**

It helps to start with a basic fundraising letter or email request that includes a little information about SBAGNE, your personal connection to Spina Bifida or the organization, a specific request for donations, and the link to your personal fundraising page.

We'll provide some sample posts and letters below, but keep in mind that the more personal you make the request, the better! It is YOUR STORY that will mean the most to friends and family.

### ***Tips for Successful Letter/Email Writing:***

- ❖ Keep it short!
- ❖ Include your fundraising goal—and **aim high!**
- ❖ Share something personal about how Spina Bifida has affected you. By sharing your story, you show why you are invested in this cause and help your donors understand the true impact of the birth defect.
- ❖ Mention specific programs that SBAGNE offers that have made a difference in your life or the life of someone you know.
- ❖ Tell them **donations are tax deductible!**
- ❖ Remind donors to check with their companies to ask if they do **matching donations.**
- ❖ Checks should be made payable to the Spina Bifida Association of Greater New England.
- ❖ Include a link to your personal fundraising website so that **donations can be made online.**
- ❖ Make a donation yourself to get things rolling and demonstrate your personal support for the cause.
- ❖ Ask supporters to please donate before the day of the event so you can turn the money upon participation.

### ***Additional Fundraising Tips:***

- ❖ **Buddy system** - Ask someone who cannot join you on walk day to help you collect donations.
- ❖ **Promote the cause** - Take your fundraising letter and Spina Bifida information everywhere you go!
- ❖ **“One-a-day”** - Ask one person a day to sponsor you.
- ❖ **Approach companies** - lots of them! Many will give a flat donation or donate prizes you could use for a raffle or house party.
- ❖ **Promote yourself** – call the newspaper and let them know what you are doing. Offer to send a photo. Publicity generates donations!
- ❖ **Keep a spreadsheet** of all your donors and their donations.
- ❖ **Thank you!** -- Don't forget to send thank you notes to everyone who donates! With your help and theirs, we will change lives!
- ❖ **Post pictures after the event.** Let everyone see what their donations are a part of.

### ***Using your social media networks to make the ask***

Are you on Facebook, Twitter, LinkedIn, Instagram, or some other type of social media network? These can be valuable tools for recruiting team members and raising funds! Post your request on social media and ask your connections to share your post with their networks.

Don't just limit yourself to one announcement! Post regularly to update your friends and family on your efforts, recognize your donors on social media, and remind folks that it is not too late to donate or to join your team. You can also download the Walk-N-Roll logo from the website and post it to your social media page to help you raise funds and increase awareness for Spina Bifida!

#### ***Sample Facebook post:***

*Hey Everyone!*

*I am raising money to support the Spina Bifida Association of Greater New England. This organization means a lot to me because <insert a short phrase describing your connection to SBAGNE>.*

*Donations go directly toward enhancing the lives of those affected. For more information, check out my fundraising home page at: <insert the link you'll receive when you set up a fundraising page>.*

*Thanks for your support!*



## Sample Fundraising Letter

Dear \_\_\_\_\_ ,

This year I am participating in the <insert name of event> to support the work of the Spina Bifida Association of Greater New England (SBAGNE) and improve the quality of life for those living with this complex birth defect. Spina Bifida is one of the most common disabling congenital disorders, affecting over 180,000 Americans.

<Insert a few sentences about your personal interest in the Spina Bifida cause.>

I have partnered with SBAGNE and am committed to raising \$\_\_\_\_\_ to support programs and services for those with Spina Bifida. You can also make a difference by making a donation or joining my team to help reach my goal!

I am asking each of my friends to consider a tax deductible donation in support of my efforts. Donations can be made online at my personal fundraising site (<http://XXX>) or via check (made out to the **Spina Bifida Association of Greater New England**) and mailed to me.

Thank you in advance for your support!

Sincerely,

Your Name