



Fundraising Talking Points

As a participant, these talking points may help you in your fundraising efforts when you contact potential donors.

- Join me to raise funds for local Special Olympics athletes!
- I've set a personal goal to raise (amount) because this cause is important to me. (Share a story about the reason you're supporting Special Olympics athletes.)
- With your support, we can enrich the lives of thousands of athletes with intellectual disabilities and their communities through sports, education, and athlete health.
- Special Olympics provides children and adults with intellectual disabilities with the chance to live happier, healthier, and longer lives. We provide training for life.
- Donating is easy and even small donations can make a big difference. Just go online to (your fundraising page address goes here), select the amount that you would like to give, and click "Donate." I can also provide you with an offline donation form so you can give cash or a check.
- You should give whatever you feel is appropriate. Every donation counts in our goal to raise funds for Special Olympics athletes! Sometimes it helps to think about what you spend during the course of a week and donate an equivalent amount – like what you spend eating out or on coffee.
- Thank you so much, (name)! I'll let you know how it goes. I appreciate your support.



Memory Jogger Activity

Don't think you know enough people to join your team or to ask for a donation? Take a minute to think of 50 people you can ask to help you meet your fundraising goal.

Make a phone call to:

- | | | |
|-------------------|--------------------|-------------------|
| 1. Parents | 5. Brothers-in-law | 9. Nieces/Nephews |
| 2. Sisters | 6. Aunts/Uncles | 10. Grandparents |
| 3. Sisters-in-law | 7. Cousins | |
| 4. Brothers | 8. Children | |

Others you might call or email:

- | | | |
|------------------------|------------------------|----------------------|
| 1. College Friends | 5. Children's friends | 9. Former co-workers |
| 2. Fraternity/Sorority | 6. Children's teachers | 10. Coach(es) |
| 3. High school friends | 7. Neighbors | |
| 4. Facebook friends | 8. Parent's friends | |

Send an Email to:

- | | | |
|---------------|-----------------------|---------------------|
| 1. Accountant | 5. Chiropractor | 9. Physician |
| 2. Attorney | 6. Landlord/Manager | 10. Wedding planner |
| 3. Babysitter | 7. Real estate agent | |
| 4. Dentist | 8. Physical therapist | |

Maybe you know people from:

- | | | |
|-------------------|----------------------|-------------------------|
| 1. Work | 5. Places of worship | 9. Golf course |
| 2. Bowling league | 6. Coffee house | 10. Favorite restaurant |
| 3. Gym or yoga | 7. Neighborhood café | |
| 4. Childcare | 8. Camp | |

Drop Off a Letter to:

- | | | |
|-------------------|----------------|--------------------|
| 1. Pet groomer | 5. School | 9. Gym/Yoga studio |
| 2. Drycleaner | 6. Supermarket | 10. Pharmacist |
| 3. Florist | 7. Manicurist | |
| 4. Barber/Stylist | 8. Bartender | |



How to Raise \$500 (or more) in 10 Days

- Day 1** Sponsor yourself for \$25
- Day 2** Ask 2 family members to donate \$25 each
- Day 3** Ask 5 friends to contribute \$20
- Day 4** Ask 5 co-workers to contribute \$10
- Day 5** Ask 5 neighbors to contribute \$10
- Day 6** Ask 5 people from your place of worship to contribute \$1
- Day 7** Ask your boss for a company contribution of \$50. Better yet, find out if your company will match all of what you raise! Learn more at www.matchinggifts.com/specialolympics
- Day 8** Ask 2 businesses or companies (ie: insurance agent, lawyer, etc.) that you deal with through work to contribute \$25
- Day 9** Ask businesses you frequent to personally contribute \$15 (hair salon, dry cleaner, favorite restaurant, etc.)
- Day 10** Hold a fundraiser (Raffle, dinner, car wash, etc.)



Suggested Social Media Messages

- Add your link to EVERY message so your friends can easily access your page to donate or register.
- Make sure you're asking your friends to do something. Use words like, "Donate now," "Share this," or "View my fundraising page." Remember that you have to be specific to get results.
- Thank each of your friends on their pages. You never know who else is going to read their page and possibly donate to you.
- Have fun and make it personal.
- If you have teammates on Facebook, message them to create healthy competition.
- What's an @? Use it to tag your friends on Facebook. Type @ in front of someone's name in your status.
- Don't just use your status to talk about your fundraising goal. Message everyone you know! Spread the word with messages, chat, etc.
- Why are you fundraising for Special Olympics? Share your story with your friends, and let them know why you are raising funds and awareness for the athletes.

Fundraising Messages

1. I am raising money for Special Olympics online! Please donate to support my fundraising efforts. (insert personal link)
2. I am (insert event text) to raise funds and awareness for Special Olympics athletes. Donate today and make a difference! (Insert personal link)
3. Your donation can change the lives of thousands of people with intellectual disabilities in Southern California. Support me as I fundraise to benefit Special Olympics. (insert personal link)

Join my Event Messages

1. I'm raising funds for Special Olympics! Join my event at (insert team link)
2. Who's ready to raise money for a great cause? Join my event to support Special Olympics athletes. (insert team link)

Thank You Messages

1. Thank you (insert donor's name) for supporting Special Olympics. Your gift makes a big difference! (insert personal link)
2. Thank you (insert donor's name) for your donation to Special Olympics. You have helped bring me closer to my personal goal of \$_____ and to making a difference in the lives of individuals with intellectual disabilities! (insert personal link)
3. Thank you (insert donor's name) for supporting me as fundraise to benefit Special Olympics. Together, we can help make a difference in the lives of children and adults with intellectual disabilities. (insert personal link)