



How to Get Your Donors & Local Community Engaged

Now that you have decided to participate in the Rett Ride Across America you are probably wondering how you can get others excited about your involvement? It's easier than you think to help create excitement and thus turn that excitement into donations!



MAKE AN IMPACT

People are more likely to get involved through volunteering or a donation if they feel like they are helping to make an impact (ie. Fund a cure, make a difference, fund a local clinic).

- Rettsyndrome.org primarily relies on private donations such as those from your donors to continue to fund ground-breaking research and empower families with information, education & connectivity that they require to navigate the world of Rett.



WALK THE WALK

Don't just talk the talk, you need to walk the walk. Regularly share your progress on social media - practice rides or thank donors, volunteers, and supporters as they sign on. Be sure to make a contribution to your own fundraiser - set the example!



MARKETING MATERIALS

Make use of the Rettsyndrome.org branded material to provide to interested parties. If you are in need of brochures or small giveaways, please contact us at events@rettsyndrome.org. Be sure to check out the Marketing Materials section on the Rett Ride Across America website.



LOCAL RETAILERS

Ask a local retailer if you can set up an information/donation collection table outside their doors. Take advantage of their foot traffic by talking to people as they enter or leave the store.



MEDIA NETWORKS

Talk to your local media networks. Email newscasters and radio announcers. Many local communities have a calendar of events that you can post to for free; take advantage of them.



POST A VIDEO

Post a video or host a Facebook live session where you share your personal connection to Rett syndrome and any training updates you have. Make it fun; wear a purple wig, necklace, etc!

Visit www.rettrideacrossamerica.com or email Jackie Ventura at jventura@rettsyndrome.org.