



RRAA Fundraising 101

Our goal for the Rett Ride Across America is to increase awareness of Rett syndrome and raise funds for treatments & a cure. To do that, we need your help! Fundraising can be easier than you think. Check out some tips & tricks below to help you get started. Need more help? Let us know at events@rettsyndrome.org!



START THE DONATIONS

Don't leave your donation tracker at \$0, donate to yourself to start. Your donation will encourage others to follow suit.



CELEBRATE YOUR VENTURE

Host a small gathering to announce your ride & your fundraising goal. Invite those you feel will support you either by donation or possibly joining you!



SOCIAL MEDIA AND WEBSITE

Use your RRAA personalized fundraising page to tell your story. Make it personal and share your "why" for participating. Use visuals and keep it positive. Share your training progress and stories. Spread this on social media and through emails.

*See our tips for social media for more information.



MATCHING GIFTS

Many companies offer matching gifts. See if your company will match what your coworkers pledge. You can use a promise of a matching gift to increase your donations as well.



WORK THE PLEDGES

Pledges per mile/lap can add up quickly! Consider \$1 or \$5 per mile/lap and your fundraising goal will be met in no time!



DRESS DOWN

Ask your boss or school if you could have a dress down day for those people who donate or if you reach a certain amount of donations from you coworkers or fellow students.



MARKETING MATERIALS

Keep printed materials on you at all times. You never know when you are going to meet a potential donor. Be sure you can easily access your mobile-friendly fundraising page electronically as well if needed.



KNOW THE CAUSE

Make sure you are well versed in Rettsyndrome.org information and where your donor's money will be going and what that money will be used for. Did you know that 89 cents of every dollar donated to Rettsyndrome.org goes towards research & program services?



ASK, ASK, AND ASK AGAIN

Don't be afraid to ask again for donations. On average it takes 3 asks before you will receive a donation. You could send an email, then follow up with a call, then ask in person. Don't forget to ask others on social media. Whatever your mode of asking, don't give up after the first time.



DON'T FORGET THE THANK YOU

It is extremely important to thank your donors with a written note. Make it personal! Share the impact your money raised has on those with Rett syndrome.

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