



How to Ask for Pledges and other Fundraising Tips

How do I ask for pledges?

- ◆ Ask your friends, family and co-workers. Pick up the phone, send an email or write a letter. Chances are they want to support you and COTS.
- ◆ Use Facebook, Twitter and other social media. These days, it's easy to tell your friends what you are up to on a daily basis. Now you can tell them about the COTS Walk and give them a link to your online fundraising page (see next section to learn how to set this up).
- ◆ If on line fundraising isn't your thing, use your envelope to collect cash and checks. Keep a record and make sure to give your donors a receipt.
- ◆ **New to 2013:** You can text "WALK (walkers name)" to 52000 for a \$10 donation to COTS (ex: WALK John Smith). \$10 will appear on the texter's next phone bill. Must be age 18 or older.

How do I set up my online fundraising site?

- ◆ It's easy! After you have registered online at www.cotsonline.org, visit www.firstgiving.com/cots/cots-walk-2013 and read the instructions.
- ◆ Click "Register," then select the number of participants.
- ◆ You'll need to provide your email address and create a password the first time. If you are registering as part of a team, click "Join a Team." If you don't see your team, then you are the first one to join and you can create your team name.
- ◆ Now the fun part starts! Upload photos and personalize your page however you'd like. Upload your email address book or reach out to your friends on Facebook, Twitter and more.
- ◆ Now you are up and running! Post your link on Facebook and Twitter and send out your emails.

Not sure what to say in your email or letter to supporters? You may use the following as the basis for your message.

SAMPLE MESSAGE

Dear Friends,

I have accepted the Challenge to raise \$1,000 for COTS (Committee on Temporary Shelter) at this year's COTS Walk on May 5.

COTS is Vermont's largest provider of services for Vermonters who are homeless, at risk of becoming homeless, or marginally housed.

Thanks to the Walk sponsors, EVERY DOLLAR raised through the COTS Walk supports shelter and services for families and individuals in crisis. Also, a generous grant matches all Challenge donations, up to \$15,000.

More information about COTS and the COTS Walk is available at www.cotsonline.org. The focus at COTS is on finding solutions to END homelessness — not simply creating shelters to house people experiencing homelessness. Through the COTS Housing Resource Center, for example, COTS provides one-time emergency grants to families and individuals facing an eviction, needing money toward a rental deposit, or at risk of losing their housing due to a one-time, unforeseen expense, such as a major car repair or medical bills. COTS also works with other nonprofit and state agencies to provide a broad array of services and supports to help families and individuals get back on their feet.

Please support me in raising money for this organization! You can write a check, give cash or donate on line using this link <insert your personal link given to you by FirstGiving>. Donating through this site is simple, fast and totally secure.

Many thanks for your support — and please forward this to others who might want to donate too!

*Sincerely,
<insert your name>*

Questions? Need help? Give us a call at (802) 864-7402.