Now comes the most important part, creating your strategy to ask for support. Here are five steps to get you started:

1. Make a list of who you plan on asking.

2. Determine how you’ll ask. Will you ask by email, letter, phone calls, text message or messages on social media? Each person will respond differently, so choose the best avenue.

3. Get personal. Write your email, letter, text messages, Facebook posts, etc. You can use our fundraising letter template, found in your HQ, as a starting point.

4. Dangle that carrot. Offer something exclusive to those that donate – dedicate a photo to them on Facebook, include their name on your jersey for race day, or create special thank you video from the top of a mountain.

5. Now, ask!

Team Sierra Tips:

Not sure if your friend will make a donation? Won’t know until you ask!