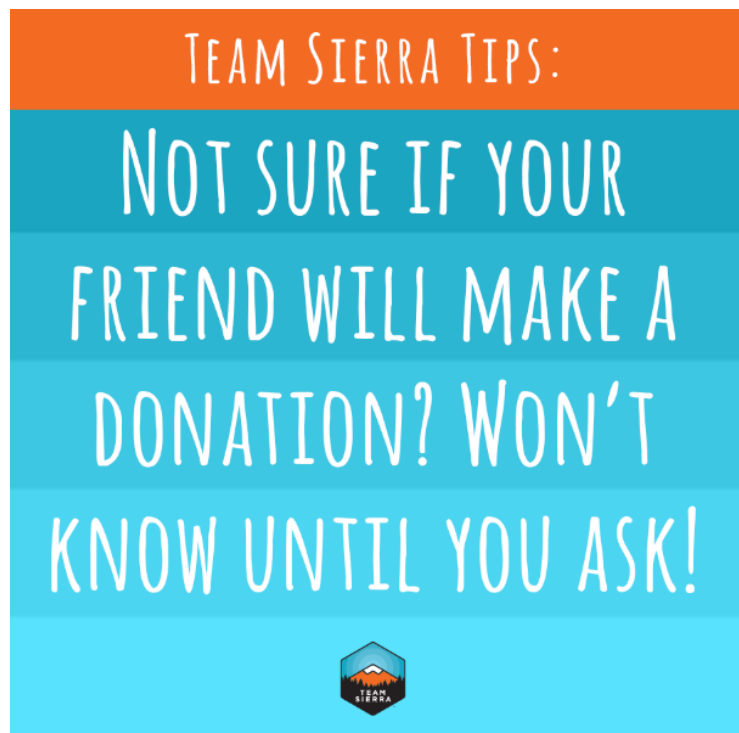


# PREPARING TO ASK FOR SUPPORT



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!**

DOING GOOD BY NATURE