



# HOW TO ASK

[www.biaf.org/walkabout](http://www.biaf.org/walkabout)



The number one reason why people donate *is because someone asked them to.*

## **ASK personally**

Share your own story, not just statistics. Connect with your donors through your personal relationship with them.

## **ASK everyone**

Think beyond family and friends – how about your neighbors, coworkers, doctor, barista, grocery store clerk – anyone you regularly contact.

## **ASK big and little**

If you ask someone for \$100, you might get \$100, but asking 10 people for what they can afford, even if that's \$10 per person gets you \$100 too.

## **ASK confidently**

You are not asking for money for yourself; you are asking for funds to help the more than 213,000 Floridians with TBI.

## **ASK IN 5 EASY STEPS:**

1. Identify the issue you are trying to address. Example: There are 136,000 Florida families impacted by traumatic brain injury every year.
2. Relay why it is important to you. Example: A Mild TBI is a brain injury and we should make sure student athletes understand that!
3. Share what you are doing about it. Example: I registered for the WalkAbout Brain Injury to raise funds and awareness.
4. Ask your donor to take a specific action. Example: Will you make a \$10 donation to support my commitment to brain injury?
5. Wait for a response, but don't be afraid to use a gentle reminder!

## Best tips for online fundraising success.



*Twitter is a social networking site where you can deliver real-time updates of 140 characters to your followers.*

### **Best tips for participants:**

1. Tweet often and always include a link to your personal fundraising page.
2. Keep your followers updated on the event, your fundraising and thanking donors.
3. Post the URL for your personal fundraising page in a tweet.
4. Use #walkaboutbraininjury



Personalize your fundraising efforts. Share photos of your training and preparations for the Walk. Send thank you photos to your donors – you can even share your Instagram photos on Facebook and Twitter.

Create a custom hashtag to add to all your photos – this will make it easier for friends, family and donors to track your adventure!



*Extend your fundraising efforts to your network of friends! Our on-line fundraising platform makes it easy!. Login to your participant dashboard to get social!*

### Connect

Use our friendship powered Facebook fundraising application!

### Ask for support

Whenever possible update your status and ensure you include a link to your personal page.

### Tell a story

By providing a personal story, you are sure to connect with people who will want to support you.

### Become a fan

Visit Brain Injury Association of Florida's Facebook page and follow us on Twitter @BrainInjuryFL. You will get news updates and can connect with others.

### Use photos

Upload photos that showcase your story and use #walkaboutbraininjury.