

# WALK to CURE ARTHRITIS®

## SUCCESS IN ONLINE FUNDRAISING

Online fundraising is the easiest and fastest way to raise money to support the work of the Arthritis Foundation and meet your goal!

### Did you know?

- Walkers who use email fundraising tools raise a minimum of 2 times more money than those who don't?
- The average gift made online is higher than other donations
- You help spread awareness about arthritis with every email that you send
- The people who raise the most money send an average of 15 emails
- Participants who make their fundraising page personal raise 3 times as much as those who don't

## HELP CONQUER ARTHRITIS WITH THE TOUCH OF A BUTTON!

### Easy Steps to Success

1. Personalize your webpage with a photo and your message
2. Donate to yourself
3. Upload your contacts - family, friends, colleagues, neighbors
4. Use the templates provided in your participant center to send emails
5. Share on social media
6. Say, "Thank you!"

### Ways to \$150



- **Donate \$20 to yourself to kick-start your fundraising**
- **Send an email to colleagues, clients, friends and family members and raise \$50**
- **Post a link to your fundraising page on social media and raise \$50**
- **Ask your dentist, vet, or doctor to support you and raise \$30**



**Arthritis  
Foundation®**