



**PKD FOUNDATION**

Polycystic Kidney Disease

## **Coaching Recommendations for Fundraisers**

- ❖ Make fundraising a clear call to action
- ❖ Utilize your team captains to help spread the fundraising message
- ❖ Focus on retaining active fundraisers
- ❖ Highlight the fundraising tools in the participant center ... they are key indicators of success
- ❖ Coach fundraisers to meet their fundraising goal
- ❖ Recognize participants/teams that reach their goal and coach to raising if appropriate
- ❖ Encourage self-donation to jump start their fundraising and establish their commitment to the mission
- ❖ Connect the mission to why you are asking them to fundraise
- ❖ Use social media to promote, recognize and celebrate fundraising
- ❖ Direct them to the fundraising tips at [walkforpkd.org](http://walkforpkd.org)
- ❖ Lead by example, make sure you are using the tools
- ❖ Know that Walk for PKD staff are always here and can provide additional coaching, templates, ideas and resources