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
- 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