



## **The Buddy Walk Challenge!**

### ***HOW TO RAISE PLEDGES***

The Email/Letter writing campaign is the most effective way to raise money for the Buddy Walk. According to NDSS, pledge seekers who conduct an Email/Letter writing campaign raise an average of 5 to 10 times more money than those who don't.

**All you have to do is ask! You'll be amazed at the results!!**

#### **2 ways to raise pledges:**

##### **Email/Fistgiving personal fundraising page**

- 1. Go to [www.firstgiving.com/sandsaz](http://www.firstgiving.com/sandsaz)**
- 2. Follow online instructions, by clicking on "Get Started" button**
- 3. Personalize all text by editing all of the yellow "editable" spaces**
- 4. Change picture showing the individual you are raising pledges for**
- 5. Click on "continue"**
- 6. Send to as many people as you can imagine!!!!**

**It's easy, convenient, and 100% SECURE.  
All online donations go straight to the  
Buddy Walk account with SANDS.**

##### **Old-fashion Letter by Snail-Mail**

- 1. Write and type up a personalized letter asking for pledges.**
- 2. Sign it and make as many copies as possible (or write individual ones)**
- 3. Send off to as many people as you can imagine!!!**

**\*\*Make sure they make all checks payable to SANDS/BuddyWalk and send to P.O. Box 40100, Tucson, AZ 85717 OR they can send it to you and you can bring it to the Buddy Walk!**

**Which ever way works best for you, make sure to ask/send to family, friends, co-workers, therapists, teachers, doctors, or anyone you think will sponsor you or your child in this worthwhile event! AND, don't forget to thank everyone who contributes!!**

**\*\*The funds raised from the Buddy Walk will be used to further SANDS mission which will include the following: 1) Organize and host community events, 2) fund local support groups' operating expenses, 3) help provide individuals with Down syndrome to attend conferences, therapies and programs through the Give It Back program and 4) to develop and implement new programs and services to benefit the Down syndrome community of Southern Arizona.**