



A Fundraising Guide

Scott Tow, Former Volunteer
Health Partnership Clinic



At our very first Snowflake Streak fundraising walk, Scott Tow's team, ScottieT, led the way—raising more than \$4,400! Here are some of his top tips for a successful fundraising campaign.



1. Compile a list from your phones contact list of friends and family that love you and support what you do in life. It doesn't matter where they live or how much money they have. Brainstorm names of those who fall into the categories of Donors, Walkers and Donor/Walkers. If you have contacts that may be interested in being Team Captains, share the Snowflake Streak QR Code with them.
2. Set an aggressive yet attainable team goal. You can always increase it if you meet your goal.
3. Write a script that describes who you are, what you are doing and how they can help. Give a brief description of what Health Partnership Clinic (HPC) does and how Snowflake Streak works. Individualize each message to your target audience. Basically, Tell, Ask and Thank.
4. Based on my experience, the most successful way to get participants is to text message individuals rather than send out an email blast. For me, individual targeted messages have netted 60-70 percent positive responses. This may be very time-consuming, but it works! You can use Facebook or Instagram to send out messages, but the number of responses is negligible.
5. Remember that time is of the essence. The Holidays are coming soon. There will be expenses that participants will have starting with Thanksgiving, and there will be a Holiday hangover beginning in January. So hit it hard ASAP, be very organized and have a follow-up strategy in place. With everyone's hectic lives, reminders are always helpful!

Best of Luck with helping to achieve Health Partnership's \$55,000 goal!