

Fundraising Guide

You've taken the first step by signing up for the National Stroke Association's Comeback Trail 5K. Now it's time to start working toward your fundraising goal! Every step you take and every dollar you raise for the Comeback Trail will provide hope after stroke to the seven million stroke survivors in the United States.

Fundraising Tips:



Get Personal

Fundraisers who include a photo and story about why they are participating in the Comeback Trail 5K raise more than those who do not. Get started by setting a fundraising goal and personalizing your page to share your story.

Lead the Way

Kick off your fundraising with a self-donation. A self-donor badge will appear on your personal page for all to see your commitment to the cause.



Send Emails

The more people you reach, the better your odds of receiving a donation. Send emails (or letters) with a personal story to family, friends, co-workers, and loved ones asking them to support your efforts.

Send Texts

Text a link to your personal fundraising page and ask your contacts to support your fundraising efforts.

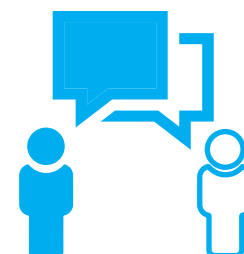


Use Social Media

Share your reason for participating in the Comeback Trail 5K on Facebook, Twitter, LinkedIn, Instagram and other social networks in order to maximize your fundraising reach. Publicly thank the donors who support your efforts.

Ask in Person

Take your fundraising offline by making a phone call, starting a conversation, or hosting a fundraising event such as a bake sale, garage sale, or host a party.



Fundraising Guide



Fundraising \$100 to earn your official **Comeback Trail 5K T-Shirt** doesn't have to be hard. Use the donation squares on the next page to kick start your fundraising efforts.

You'll be at \$100 in no time!

How it works:



Hang the sheet around the "water cooler" at work or take it with you to social functions.



Ask others to select a square, sign their name and make the corresponding donation. Cross off completed squares.



Fill in the entire board and you've raised the \$100 needed to earn your official Comeback Trail 5K T-Shirt.

Together for stroke survivors

Please support my Comeback Trail 5K fundraising efforts. Every dollar we raise for the Comeback Trail supports the National Stroke Association and the seven million stroke survivors in the United States.

\$4

Because every 4 minutes someone in the United States dies from a stroke.

Thanks to _____

\$5

Because stroke is the 5th leading cause of death in the United States.

Thanks to _____

\$6

Because stroke is a leading cause of adult disability in the United States.

Thanks to _____

\$8

To celebrate stroke survivors on the journey to #ComeBackStrong

Thanks to _____

\$4

Because every 40 seconds someone in the United States has a stroke.

Thanks to _____

\$8

To celebrate stroke survivors on the journey to #ComeBackStrong

Thanks to _____

\$5

In memory of those lost to stroke.

Thanks to _____

\$20

Personal donation in support of the National Stroke Association.

\$5

In memory of those lost to stroke.

Thanks to _____

\$5

In honor of healthcare professionals providing stroke care.

Thanks to _____

\$10

To raise awareness for pediatric stroke.

Thanks to _____

\$5

Because stroke can happen to anyone at any age.

Thanks to _____

\$4

Because every 4 minutes someone in the United States dies from a stroke.

Thanks to _____

\$5

Because stroke is the 5th leading cause of death in the United States.

Thanks to _____

\$6

Because stroke is a leading cause of adult disability in the United States.

Thanks to _____

Fundraising A to Z

A

Ask

The easiest way to fundraise is to ask friends, family, and co-workers to make a donation.

B

Birthday Party

Request donations to your Comeback Trail page in lieu of gifts.

C

Cook Off

Host a cook off and ask for donations as an "entry fee."

D

Dog Walker

Offer to walk dogs for friends and neighbors.

E

Errands

Offer to run errands for friends and family.

F

Fashion Show

Host a fashion show for humans or pets and ask for donations to as an "entry fee."

G

Garage Sale

Host a garage sale with your team to raise awareness and funds.

H

Haul Stuff

Offer to help move or haul away junk.

I

Ice Cream Social

Host an ice cream social with friends and family. Ask for donations as an "entry fee."

J

Jeans Day

Have co-workers donate \$5-\$10 to wear jeans for the day.

K

Karaoke Night

Host a Karaoke Night and ask for donations as an "entry fee."

L

Lawn Service

Offer to mow lawns or do yard work for your neighbors or family members.

M

Money Jar

Every time someone utters a certain word, or fails a task, collect a "fine."

N

Nineties Night

Host a party where guest dress up in nineties style and listen to boy bands.

O

Odd Jobs

Offer to do odd jobs, like clean gutters, for neighbors in exchange for donations.

P

Potluck

Host a potluck lunch or dinner and ask for donations as an "entry fee."

Q

Quiz Bowl

Host a trivia night and ask for donations as an "entry fee."

R

Rides

Offer to give transportation to and from the airport for a donation from friends and family.

S

Shave Your Head

Offer to shave your head once your fundraising goal is met.

T

Training

Host a 5K training and workout session. Charge a fee to attend.

U

Ugly Sweater Contest

Who has the ugliest piece of clothing? Host a fashion show to find out. Charge a cover fee.

V

VIP Parking

Auction off the coveted parking spot for a period off time.

W

Wall of Fame

Anyone who donates to your team gets their name or photo on your wall.

X

Xbox Tournament

Host a video game tournament.

Y

Yoga

Host a yoga workout party with friends or co-workers.

Z

Zzzzzz

Catch some extra Zs by letting employees who donate to your team go in to work late.