

## Fundraising Myths Debunked!



**Myth #1: People only give if they like the cause.** Actually, the reality is that people give because you are doing the asking. We suggest starting with family and friends because they are the most likely to give to you, and will get you off to a great start. Tip: They're even more willing to give if you ask them to match or exceed your own personal donation.

**Myth #2: I can't fundraise because I don't know anyone with EB.** Yes, you can. All it takes is believing in the cause.

**Myth #3: I don't have time to fundraise.** Just five minutes a day will yield results. It's as quick as sending one of our pre-written fundraising emails while you drink your morning coffee.

**Myth #4: Everyone else fundraises, so I don't have to.** Actually, about 30% of the people do 100% of the fundraising. You read that right—a relatively tiny number of people are doing ALL of the fundraising. Let's give them a hand!

## How to Ask for a Donation in 3 Easy Steps

No magic tricks required. Just follow these steps and you'll be saying, "Thanks for the donation!" in no time.

### 1. What are you raising money for?

Example: "I'm fundraising for **debra** of America because it supports people living with EB living in our community. It also funds research to cure EB."

### 2. Explain why it's important.

Examples: "While there is currently no cure or treatment, new research is showing a lot of promise, so it's important to keep it funded."

"It can cost an EB family up to \$10,000 per month for bandages, and insurance doesn't always pay. Just \$25 helps to supply these necessary bandages to a family who can't afford it."

If you have a personal connection to the cause, mention it. If not, [read about EB Families](#) to see how the disease affects people's lives.

### 3. Ask your donor to take action.

Example: "Will you make a \$50 donation to help families living with EB?" Take a moment and let your donor answer. It will generally take 2-3 asks for someone to donate, so don't get discouraged!



## BONUS: HOW TO RAISE \$250 IN A WEEK

Not sure how to get started on fundraising for your event? Not sure how to encourage your participants to fundraise? Not a problem! Start off with our easy guide on how to raise \$250 in a week. **All you have to do is ask!**

Remember, it takes an average of 3 asks for someone to donate, so don't get discouraged!

<b>DAY 1</b>	<b>SPONSOR YOURSELF</b>	<b>\$30</b>
<b>DAY 2</b>	<b>GET THREE RELATIVES TO DONATE \$20</b>	<b>\$60</b>
<b>DAY 3</b>	<b>GET SIX FRIENDS TO DONATE \$10</b>	<b>\$60</b>
<b>DAY 4</b>	<b>GET FIVE COWORKERS TO DONATE \$10</b>	<b>\$50</b>
<b>DAY 5</b>	<b>GET FIVE NEIGHBORS TO DONATE \$5</b>	<b>\$25</b>
<b>DAY 6</b>	<b>GET YOUR SPOUSE OR PARTNER TO DONATE \$25</b>	<b>\$25</b>
<b>DAY 7</b>	<b>CELEBRATE YOUR SUCCESS!</b>	<b>\$250</b>