



2011 Testimonials: *Advice from last year's team*

Connie, Team APEN 2011
Raised: \$540

"I first reached out to my family- cousins, aunts- who lived in the Bay Area. I emailed them a thorough email about why I am running, the training process that I am going through and what I am learning about myself (that it's a mental challenge more so than a physical challenge; that I need the support from my community, friends, and family to keep motivated). I also spoke about why I was helping APEN fundraise and the work/campaigns you're working on.

Luckily many of my cousins live in San Francisco and I have a good connection with them (and they work!) so they were very generous :). When they agreed to donate, I made the effort to go directly to them and not just get the money but to also made plans to hang out with them.

I also created a facebook event and invited all my friends. On the event I wrote, similarly to the email, about why I was running, what I am learning about myself, and how everyone can help support. As a "reward" I told everyone that I would "hand deliver" home made cupcakes to anyone who donates..."

Inno, Team APEN 2011
Raised: \$740

"People won't give if you don't ask, so the biggest hurdle is getting folks to set up their page, and start sending their ask out to their lists as well as on FB and such. I started early with the asking. Was shameless in who I asked (another hurdle--and also a commitment. I have to write a certain number of checks every year to stuff other folks who have supported me are asking for as well). Giving money through the year to other people who ask is also a good way to get them to donate to you, but at some point it's just a shell game. The best is when a group of people you know do something as a team. You make one donation to their team, but then they are all obligated to donate to your ask when it comes around :).

Trying to be creative with the pitches, and keep pitching (decreasing interval between asks as run approaches. I got some good last minutes the day before.

I try to do this rarely, so just once or twice a year, to avoid burning people out. I'll ask on behalf of other people's fundraising efforts, but try to limit my own.

Immediately and profusely thanking anyone who does donate...

Never underestimate family, no matter how distant..."