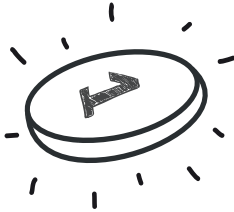




SPINAL CORD RESEARCH FOUNDATION

FUNDRAISING TOP TIPS



MAKE A PERSONAL PLEDGE FIRST.

Sometimes getting the first donation is the hardest. Making your own contribution is a good way to kick-start your fundraising. Your commitment to the cause will also inspire others to take action.



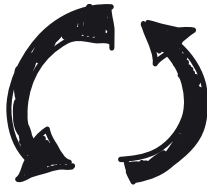
SPREAD THE WORD.

Email a link to your fundraising page to all your friends, family and co-workers. Make also use of your social networks to get the word out about your campaign.



KNOW THE FACTS.

Educate yourself about spinal cord injuries and what Wings for Life does to find a cure. The more knowledge you show the more likely it is that people will sponsor you. Also, tell people how paraplegia has affected you and what finding the cure means to you, your family and the over 3 million people living with spinal cord injuries.



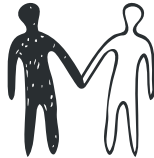
NEVER GIVE UP AND KEEP SHARING.

You may not hit your fundraising goal after your first email, or overnight. Don't get discouraged. Update friends and family on your progress, remind them of your fundraising target and how they can help you reach it.



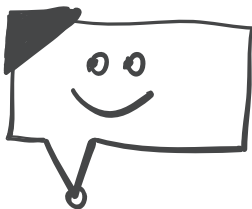
A PICTURE TELLS A THOUSAND WORDS.

Document your experience through video and also have pictures taken. The collected material not only helps to keep your followers updated but is also vital for getting press coverage. And it might also inspire others to take action.



WE CAN HELP.

Tell the Wings for Life team about your fundraiser and get some support in promoting your campaign. We can also send you leaflets, posters, collection tins and other fundraising material.



SAY THANK YOU.

Don't forget to thank your supporters and let them know how much you have raised.



GOOD LUCK.