



Top 10 Tips from a Top Team Captain

1. Share a personal story of why GiGi's is important to you. How has it impacted your life or the life of your loved one? It does not need to be long. See email example below.
2. Make sure the subject line is something people will open. For example: Emma and Kelsi BFFs By Birth--Help us raise money for GiGi's Playhouse.
3. Give instruction on how to donate or join their team. People always seem to struggle with that.
4. Send it out to **everyone** you know! There is no shame in asking all your contacts! If you prefer, you can do two separate e-mails, one for your close friends and family and another one for work friends/acquaintances. This way you can personalize it based on the audience. Do NOT worry about bothering people. Just send it. The worst they can do is ignore you and not donate.
5. Use BCC (blind carbon copy). This will avoid one person commenting/replying to all your contacts. For example, if you send the email so everyone can see, one friend can comment on your dancing abilities to the entire group. Not that this is a bad but you do not want to bother all your other contacts with peanut gallery comments. Also, you should create a group list name for our BCC contacts so you don't have to re-select all the contacts each time you send the email.
6. Send it 3 times. This is a great rule of thumb to maximize your donations. Most people will open it and think about donating then something comes up and they forget, also they could be out of town and the e-mail sinks to the bottom of the already massive amounts they get. Sending it out on a weekday early morning is ideal. It will be the first thing they see when returning from work or a trip. Avoid Friday in general. After you send the initial e-mail sit back and be patient for a couple of weeks. The second e-mail should go out 2-3 weeks max after. This all depends on when you send the first one of course.
7. In the second e-mail, give an update as to how much money you have raised and how close you are to your goal. In the 2nd e-mail, you can send a picture or video from previous dance-a-thons or videos dancing at home are great too!
8. The last e-mail should be sent out the week leading up to the event. Send it in the morning, Monday or Tuesday would be best. People will donate up to the day of the event. This e-mail again provide an update as to where you are with your fundraising. Ex: "Only \$1000 to meet our fundraising goal! Please donate now to help us reach it!" Share any other relevant info you feel will get them, to donate.
9. Final thoughts: Do not feel as if you are bothering people. Asking for money through e-mail is the easiest way. Face to face is tougher so take advantage of this event and stay on your potential donors.
10. Look at the top team's webpage as well. That could provide some good insight. Copy language you like and make it our own!

Thank you to Maria Pradd for sharing these great tips!!

EXAMPLE EMAIL

Hi Everyone!

On Saturday, September 22nd, Emma and Kelsi will be dancing the afternoon away with their friends and family to support GiGi's Playhouse in Chicago at the 4th annual "Get Down With Down Syndrome" Dance-a-thon. Because of the generous support of all of you, Team Emma and Kelsi BFFs by Birth has been the number one fundraising team for the last 3 dance-a-thons. All in all since we have started raising money for GiGi's, our team has raised over \$100,000! All money raised directly impacts the families at the Chicago Playhouse. Since our involvement, this playhouse only offered a handful of programs. Today more than 15 life-changing programs are offered to individuals with Down syndrome and their families at no cost. See our team page story for more details.

We are so humbled by your generous donations and hope you continue to support the girls with this year's effort. Our team goal is \$10,000. You can support them in two ways, click on the link below and make a direct donation to our team page (**GREEN** button below picture). The second way is to join our team. You too can shake your tail feathers with the girls and expand their team. Reach out to your friends and family and ask them to consider sponsoring you as a team member.

Thank you in advance and if you have any questions let us know!

Emma, Kelsi and the rest of the Pradds and Garcias