



Fundraising tips

Tell your story

Expressing why the walk matters to you will inspire people to support you. Tell potential donors about the difference the National Psoriasis Foundation makes in the lives of the millions of individuals and families affected by psoriasis and psoriatic arthritis.

Form a team

If you are not already on a team, consider forming one. You'll have fun working with your teammates to raise money. Think of creative ways to fundraise as a team, or start a friendly competition and see who can bring in the most money! Visit www.psoriasis.org/walk or contact Jessica Milligan, 877.825.WALK (9255), for more information.

Online fundraising

When you register online at www.psoriasis.org/walk, customize your personal Web page. Use graphics and text to explain why you're participating in the Walk. Use the online tools to ask your friends and family for donations or to join your team. They'll receive a link to your personal page, where they can make a secure, online contribution. It's that simple! For more information, visit [FAQs for Walk Center](#).

Matching gifts

Many employers have matching gift programs to match charitable contributions made by their employees. Find out if your employer, or one of your donor's employers, has a [matching gift policy](#).

E-mail signature

Include a line in your e-mail signature (at work and/or at home) letting your friends and family know about the Walk. Include a link to your personal page.

On the job

Post a donation sheet and Walk poster by the copier, elevator, coffee machine or other high-traffic area. Take your donation sheet to a staff meeting or send an e-mail to your co-workers with a link to your personal page. Find out if your company can make a donation, match your donation or match the money you raise. Be sure to check your company's policies first. You might also invite each of your co-workers to prepare a special dish for an office potluck. Ask everyone who shares in the meal for a \$5 donation.

Leave a message

Add a line to your voicemail at home or on your cell phone letting callers know you are participating in the Walk and need their support!

Educate

Tell your story. How are you affected by psoriasis? Do you or your child, grandparent or parent or your best friend have psoriasis? Once people hear about the seriousness of the disease and how it personally affects you or your loved ones, they are much more likely to get involved. Visit our Web site at www.psoriasis.org to educate yourself about the disease and encourage others to do so. Share what you've learned with potential donors.

Special occasions

If you have a birthday, anniversary or other special occasion coming up, why not ask for donations to the Walk instead of gifts? Use the template e-mail provided in your online Walk Center.

Snail mail

Mail a letter to everyone you know explaining your reasons for walking and asking for their support. Include a self-addressed, stamped envelope and watch the checks roll in! Then, enter the donations in as "unconfirmed offline gifts" in your Walk Center and send them to our office noting your name and city.

Host a benefit garage sale or lemonade stand

Clean out your closet, attic or basement, and generate funds for the Walk to Cure Psoriasis. This is a great activity for your team! Your children can participate by setting up a lemonade stand.

Dinner party

Cook dinner for your guests and ask them to donate what they would pay in a restaurant for a similar meal.

Talk it up!

Ask your doctor, dentist, hairdresser, grocer or favorite business owner to support you. See if they'll display a Walk to Cure Psoriasis poster.