

Tips to help you collect sponsors

Third Annual Sing to Cure MS Accelerated Cure Project Halloween Concert

Carry your sponsor sheets wherever you go.

Ask everyone you know:

- ✓ friends & family
- ✓ gym members
- ✓ co-workers
- ✓ businesses you frequent
- ✓ sports team buddies
- ✓ sponsor yourself

Get others to help you.

Ask friends, partners, spouses to email their friends & to put up a poster and envelope at work for you.

Inspire your potential sponsors with examples.

Let them see who else is supporting you and find a particularly generous person to be your 1st donor to set a good example.

Put yourself high up on the list to show your commitment to the cause.

Talk with energy & enthusiasm about why you're supporting this cause.

Email your potential sponsors & write to local businesses.

Put up notices on community events boards or on bulletin boards (work lunch room, teacher's lounge etc.)

If you frequent a local shop often enough to know the people there (bar, hairdresser, coffee or donut shop) ask if you can put a sign up.

Raise funds.

Hold your own fundraising night at a local restaurant, club, or bar.

Contact the management & ask if you could set aside a room and host a night where you could ask for a minimum donation from people you invite-then advertise your party via word or mouth and email to all your friends). This is a good bet on weeknights the bar/restaurant wouldn't normally be full.

Collect money from sponsors as they sign up so you needn't go back for it later.

AFTER THE EVENT

Share your success - let your sponsors know how much you raised, how much fun you had, how much good you did because of their generosity.

Be sure to send them a thank you note or email and encourage them to continue supporting the Accelerated Cure Project in the future.



Don't forget your employer!

Ask your employer: many companies are happy to contribute to organizations for which their employees volunteer. Usually someone in Human Resources can assist you.

Some companies will sponsor employees in nonprofit fundraising activities

Double your money with matching funds-many companies will match your contribution (and sometimes match your sponsor's contributions)

Know your charity.

The Accelerated Cure Project is a registered 501(c) 3 nonprofit organization dedicated to curing MS by determining its causes. Focused primarily on accelerating the pace of MS breakthroughs, the Accelerated Cure Project seeks to remove obstacles to investigating the causes of MS and encourages collaboration between research organizations and clinicians.

If you are unable to answer any further questions about the Accelerated Cure Project, politely refer whomever has asked to our website, www.acceleratedcure.org, or have them call us directly at 781-487-0008 or email us at info@acceleratedcure.org. Don't interpret questions as a negative reaction. *Smart donors who want to ensure that their money is being legitimately used for good are an asset to the nonprofit community.*

Know your cause.

People are more likely to give money to a cause that they understand. Multiple Sclerosis, or MS, is a chronic neuro-degenerative disorder of the central nervous system affecting over 400,000 people in the US and 2 million individuals worldwide.

MS often results in severe disability including the inability to walk, blindness, cognitive dysfunction, bladder and bowel problems, extreme fatigue and other serious side effects. MS affects twice as many women as men. 5% of those affected are children. It is normally diagnosed between the ages of 20 and 40.