

STEP UP AT STEPTEMBER.US

SEPTEMBER 1 - 30



# **FLEX YOUR FUNDRAISING**

**WE'LL HELP YOU RAISE FUNDS  
WHILE YOU RAISE YOUR PULSE**

FUNDS RAISED SUPPORT



# STEP UP YOUR FUNDRAISING

EASY, PROVEN WAYS TO DRAMATICALLY IMPROVE YOUR FUNDRAISING EFFORTS:\*

The best way to encourage others to give is to show them that you've donated to your own efforts first.

↑ **35%**  
Increase in Donations

Tell people what their donations can do, i.e., "Your gift can fund research into technology that will help people with CP communicate more easily."

↑ **55%**  
Increase in Donations

Show people that it's you. Upload a personal picture to your fundraising page.

↑ **85%**  
Increase in Donations

Expand your circle beyond those closest to you. Email, text, and post to reach as many people as possible.

↑ **64%**  
Increase in Donations

Ask again! When you see, talk, or text people, remind them to donate.

↑ **31%**  
Increase in Donations

Post your donation link in your social feeds to make it easier for people to donate to you.

↑ **33%**  
Increase in Donations

\*More Impact Event Fundraising Study, 2019



Head to your STEPTember dashboard and create a Facebook Fundraiser to jump-start your donations!



**STEPTEMBER**  
Move together for cerebral palsy

FUNDS RAISED SUPPORT



**Cerebral Palsy**  
ALLIANCE  
RESEARCH FOUNDATION

# STEP UP ANYWHERE WITH ANYONE

WHETHER YOU'RE TOGETHER IN PERSON  
OR KEEPING THINGS ONLINE, WE'VE GOT YOU COVERED.



## DOG WALKING

Take your pooch on a walk by yourself or with friends. Don't have a dog of your own? Offer to walk your neighbor's pet to up your step count. When you share the progress you're making, you'll inspire people to give.



## TRIVIA NIGHT

A virtual trivia night can make a huge difference and connect you with friends you might not be able to see easily. Rotate hosts each week from the group and create your own rules. Players should donate to join.



## RUN CLUB

Smash your step count on the way to reaching your fundraising goals by mapping out some safe and scenic routes around you. Run however you're comfortable — socially distanced or in a tighter pack — and ask for a donation to join the squad.



## DINNER PARTY

Invite friends to a special dinner party — you can make it virtual, hybrid, or in-person depending on what works for you — and ask attendees to make a donation. Why not make it an extra fancy dress-up night, too?

SEND YOUR DONATION PAGE LINK  
TO PARTICIPANTS FOR ANY VIRTUAL ACTIVITIES



**SEPTEMBER**  
Move together for cerebral palsy

FUNDS RAISED SUPPORT

  
**Cerebral Palsy**  
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# STEP UP AS A COMPANY AND GET CREATIVE

WHETHER YOU'RE WORKING REMOTELY, HYBRID, OR BACK AT THE OFFICE, WE'VE GOT TIPS FOR YOU.



## STEP-UP CHALLENGE

Challenge employees to share a photo or short video of their most creative STEPtember movement activity hashtag it #STEPtemberUS for a company donation to their fundraising page as a top prize.



## LIVE AUCTION

Get the head of your organization or company to host a virtual or in-person auction of extra vacation or personal days. You can do it at the office or via Facebook Live or Instagram Live.



## LUNCH & LEARN

Share your talents and expertise in person or virtually. From teaching yoga to writing to poetry to mastering a cooking technique, host a virtual lunch & learn and ask people to donate to join.



## RETWEET FOR DONATIONS

If someone can get a retweet or regram about their STEPtember participation from an account with more than 5,000 followers, get your company to commit to a big donation.



## OFFER INCENTIVES

Raffle off coveted company swag or other incentives to registered employees who've fundraised. If your company does a kickoff with us, raffle a prize for their attendance, too.

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