

**Susan G. Komen Greater St. Louis  
Fourth Friday Fundraising Forum**

**RUN OF SHOW**

<b><u>Segment</u></b>	<b><u>Time</u></b>	<b><u>Talking Points</u></b>	<b><u>Visual</u></b>
Welcome	1 min.	Welcome & Thanks for joining, should take 30 minutes	Zoom
Introductions	5 min.	Introduce yourself and share your “why” for being part of the Walk/joining today	Zoom
Reason for Virtual	30 sec.	Continued pandemic uncertainty, cannot jeopardize the health of our supporters	Zoom
Appreciation for Support	30 sec.	Need More Than Ever – pandemic will only increase the need (job/insurance loss, putting off screenings/diagnostics)	Zoom
Purpose of FFFF	1 min.	Acknowledge It's hard to ask for money right now. But remember your why, and remember not to take it personally if someone doesn't give.	Zoom, then slide about #1 reason people don't give.
Recognition for Fundraisers	1 min.	T-shirts, recognition items	Slide with Shirt and Turnkey Items
If you do NOTHING ELSE... Do these 3 things	3 min.	1) update your photo, story and goal on your page 2) connect to Facebook 3)e-mail past donors	Slide w/ personal page Slides w/ Facebook connector and showing how to see if connected Slide showing how to find past donor

			contact info
Next Level - highly recommended and easy	3 min.	1) self-donate (easier to ask people to 'join me' in supporting) 2) email your contacts (especially those you have supported and to people with whom you do business) 3) download the new app	Slide with self-donate pic Slide with 5 tips on email asks Slide with pic of app
Creative ideas/Idea sharing	5 – 10 min.	Fundraising from afar Ideas/Share ideas/Brainstorm	Slide list of ideas Slide with lightbulb
Closing	1 min.	Thanks, contact me anytime, look forward to celebrating your success!	Zoom