

## **Recipe for Success**

### *Ensuring a Successful IRSF Strollathon*

#### **FirstGiving**

##### *Donating online made easy*

- IRSF now has a fabulous online tool for you and your participants to ensure easier, safer, and more efficient fundraising. Encourage EVERYONE to create their very own fundraising page and watch as the donations accumulate.
- Visit [www.rettsyndrome.org](http://www.rettsyndrome.org) and click on “Strollathon Donate Now” and find your Strollathon Start page.
- See attached informational document titled “FirstGiving” and be sure to share with everyone you know.

#### **Signage Opportunities**

##### *Encouraging the smaller business to give*

- Economic times are tough; not all businesses can give thousands of dollars and IRSF acknowledges this.
- Offer local businesses the opportunity to still give, but at a lesser amount, and still receive the proper recognition.
- See attached informational document titled “Signage Opportunities.”

#### **Team Approach**

##### *Forming as many teams as possible*

- As the Chair of the Strollathon it is your job to encourage as many people as possible to become Captains.
- The more Captains there are, the more teams there are. The more teams there are, the more money is raised.
- See attached document titled “Strollathon Captains and Teams” to get an idea of who was targeted to participate in a leadership role in the event.
- Share attached document titled “Raising Quick Money” with each Captain.

#### **IRSF Staff**

##### *Working with the IRSF staff to take some of the load off*

- You do not have to do this alone. The staff at IRSF is here for you every step of the way.
- If something feels overwhelming, let us know and we will assist.
- Take part in the regularly scheduled conference calls for Strollathon Chairs.
- See attached document titled “How IRSF Can Assist.”

#### **Notebook**

##### *Keeping organized from year to year*

- This may sound simple, but purchase yourself a hardcover 3-ring notebook with tabs and divide using the following titles for each section.
  - Captains, Partners, Food/Drink, Entertainment, Volunteers, Signage Opportunities, and Miscellaneous
- Keep track of all receipts, contracts, contact information, lists, etc.
- Create spreadsheets of who gave/did what for your event and keep track of acknowledgements; a simple “thank you” will go a long way.
- Use this from year to year—it makes your job much easier.