

Top 5 Lessons learned from 3 years of Dave's Race Fundraising



1. Social Media is great, particularly for raising awareness. I've had a very small percentage of total donations happen on Facebook/Instagram. That said, I'd suggest one post, make it personal as to why Racing for ALS is important to you and certainly add a meaningful photo or two. Let that simmer for a month or so and follow up with another one. Make sure you make it very clear HOW TO DONATE. Should be an easy few hundred bucks.
2. Talk about it. Everywhere. When someone ask what you're up to, BRING IT UP. This works WAY better than #1. Received donations from as far as Australia just talking about it on a business call without me asking.
3. Another effective method for me was selling vinyl space on my car for DR1. Reached out to all my friends to see who wanted the windshield, doors, rear quarter, rear bumper etc. This alone raised several thousand dollars and a local vinyl shop cut the vinyl for next to nothing once I told them the cause. Easy to take off and everyone loved seeing the pictures. It doesn't have to be a business, one friend paid \$200 to put "Intimidator" on the windshield.
4. **You'll raise FAR more money for research by picking up the phone.** You'll be able to tell your story, answer questions and most importantly, ask for help. This can be phrased a million different ways and always give them an out i.e. We would LOVE to have your support and get you on the roster for this years event, but if now is not a good time I TOTALLY understand. Now you shut up and listen. ****VERY IMPORTANT – know your goal which is \$200K for DR4**** If they ask how much do you need you respond immediately. We're \$50K short or whatever it may be.
5. Direct emails once you've previously had a conversation or have received a donation in the past work very well. Copy/Paste doesn't work. Mass emails don't work. They must be personalized to each individual and including a memorable pic or two helps. Again, tell your story and why this is important to you. The recipient will certainly notice if you are truly invested in this or not. If you don't get a response, ask for it. Examples below.

Regardless how you land the donations, THANK THEM. Via social media, phone, email etc., but ALSO follow up with an **old fashioned thank you note**. It's a pain, but appreciated and remembered!

Initial email:



Andrew Trammell <atrammell@chmei.com>

End ALS. - Dave's Race 2021

1 message

Andrew Trammell <atrammell@chmei.com>

Thu, Apr 1, 2021 at 11:15 AM

To: [REDACTED]

Morning [REDACTED] -

Very glad to hear you are feeling better, ready for some hot dogs when you are ready to get back out! Reaching out again this year to thank you again for your support to Racing for ALS and ALS TDI two years straight, and, see if there is an opportunity for support for the 2021 event. It is unbelievable how much can change in one year. My friend Dave is exploring his Hospice options at this point and that's just not ok with me. ALS is not incurable, it is underfunded.

If you are willing I'd love your support, and if now is not a good time I certainly understand. We'll be at VIR again on May 28th, and I've set a whopping \$15K goal for myself which is a huge stretch.

Side note - Racing for ALS has taken off into its own 501(c)3 non-profit, the coolest part is there is a silent partner that is funding 100% of operational costs for the charity, cars, overhead, etc. So, **100% of your donations for this event will be passed directly to ALS TDI**, which works 24/7 to find a cure. By making Racing for ALS its own charity, we've also been able to have other fundraisers helping folks dealing with ALS directly offset some of the outrageous costs associated with living a semi-normal life. Over \$160K raised to date!

David Lloyd, Scott Lloyd & me



AMAZING surprise photoshoot with CHMEI on the RFALS Hendrick Motorsports racecar

To donate, visit: <https://www.racingforals.com/donate>



Appreciate your consideration!



Andrew Trammell
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No Response Follow up:

Re: End ALS. - Dave's Race 2021

1 message

Andrew Trammell <atrammell@chmei.com>

Mon, Apr 19, 2021 at 2:

To: [REDACTED]

Afternoon [REDACTED], following up only because I think you are the kind of guy that will tell me to pound sand if you aren't interested, and that's perfectly fine! Would love to have y'all on my roster 3 years straight.

I hear you are back in the office and hope it is going well!