



## Electronic Fund Transfer/Club Charge Donation

Coordinate an internal campaign and ask members and their guests to make a donation for ALS research during a designated time frame. It can be a onetime donation, or a recurring one that is paid along with their monthly dues. Make it simple to make donations through member charges, checks and cash, even a pledge slip at the registration desk to be taken from their account directly by the club.

- Promote the campaign through:
  - Email blasts to all members
  - Presence on your website
  - In-house signage
  - Press releases
  - Internal “mixer” events
- Recognize donors and thank them through website recognition and signage at the club:

*“Our fundraising efforts in support of Augie’s Quest quadrupled when we instituted a system of gathering donations from our members through EFT (electronic funders transfer) and making a one-time charge to their account . We simply created an email campaign that asked for donations with a simple “click here” button directing them to an online form on our website. A key component to keeping this program exciting was recognition of all member donations by name in each email blast and on the website. I would highly recommend this approach to all clubs that utilize EFT.”*

– Jim Worthington, CEO of Newtown Athletic Club

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