



## Kindness Over Muscular Dystrophy (#KOMD)

### How to Approach a Corporation for a Donation?

We're not experts and surely there are KOMD supporters that can add to this but here's our take on it.

1. Keep is Simple – We're trying to help Conner and other children with Duchenne make it to adulthood..and not be in a wheelchair. Everyone wants to help others when they can. Even the smallest donations go a long way since 100% of what is raised will go to research and clinical trials.
2. Stay Within Your Circle of Influence. Most of us work in a company now or know someone that does. Asking Google, McDonalds, or IBM for a donation may be a stretch..unless you work there or know someone that does..then by all means ask. Otherwise, stick to your family, friends and business associates..and then we can ask them to do the same and we will grow the circle over time.
3. Invite the people you know to join the cause. It's not an exclusive club and inviting others says something about you and KOMD. Invite the people you know (and others from their company) to attend the benefit in June. Invite them to watch one of the videos Introducing Conner and KOMD. Invite them to make a donation.
4. Asking for money is not easy, so try the approach some of us learned at an early age from the late great Bernie Curran when looking for employment. He said, "Don't ask people for a job because they'll probably give you advice. Instead, ask them for advice". A majority of the time, those people that gave advice were also instrumental in producing a job offer. So, rather than ask for money, why not ask for advice..you might be surprised how that advice can turn into money!
5. Many companies will need something in return for their donation. This is generally referred to as sponsorship rather than a donation. In this case, it makes sense to share the sponsorship levels we created as a guide to offer tickets to the Benefit, signage at the event and on bidding software, and general marketing exposure in return for their generous donation. We're happy to help if you want it so just email us at [info@KindnessOverMD.org](mailto:info@KindnessOverMD.org)
6. This all applies to major individual donors too. Some of us are connected to very successful individuals that may be interested in making a significant difference with their personal donation. Please consider inviting those in your circle that fit this category.

We hope that gets the ball rolling..and thanks for your support!