

40

fundraising tips

- 1. Make your own contribution first.** Lead the way by making your donation first. This also is a great way to demonstrate the suggested donation amount.
- 2. Ask for the right amount.** Take a good look at your potential donors and ask for the right amount. Don't ask for \$10 if you know someone can donate \$100, and don't ask for \$100 if you know all someone can give is \$10.
- 3. House party.** This is a sure-fire way to get your friends and family excited about helping you reach your goal!
- 4. Corporate matching gift.** Ask your company to match the pledges you receive from your co-workers.
- 5. Garage sale.** Know all that stuff that's been hanging out in your garage, attic, and basement? Gather it up, and ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money raised toward your pledge minimum.
- 6. Bake sale.** Become Martha Stewart, and ask your friends to do the same. Host a bake sale. You can even have it in conjunction with your garage sale.
- 7. "Extra change in my pocket" box.** Create little boxes for your friends and family members. At the end of the day, they can drop spare change in the box.
- 8. Start your own extra change box.** Keep a jar near your door, and every day put your extra coins in it. It adds up. Or put it on your desk at work so others will join you!



9. **Office fundraising challenge.** Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the winner a prize—maybe movie passes or a gift certificate.
10. **Voicemail message.** This will alert everyone who calls you that you're up to something special! Let them know that you need their support.
11. **Return address labels.** Print return address labels for your outgoing mail (or a signature for email). Print something like, "I'm training for the Winship Win The Fight 5K. Will you please donate to this wonderful cause?"
12. **Facebook.** Update your status, and let your friends know what you're doing and what it means to you!
13. **Twitter.** Challenge your followers to make a donation, and offer a small prize to one of your Twitter donors chosen at random.
14. **Blogging.** Create a blog about your journey. Send an email to all the people on your contact list and invite them to follow your blog.
15. **Local servers.** Ask local servers to donate a portion of one day's tips. Tell them you'll send everyone you know their way to eat that day.
16. **Online fundraising.** Raise money online! Visit the Winship 5K website and register for the event. Personalize your 5K page with a photo and story of why it's important to you to participate in the Winship Win the Fight 5K. Email friends and family asking them to support your efforts with a donation.
17. **Fundraising dinner at your local favorite restaurant.** Ask the owner or manager of your favorite local restaurant to host a fundraising dinner for you. They supply the food, and you supply the pledge forms.
18. **Theme party/dinner.** Hold a theme party for 10 (or more) of your friends. Ask each person for a \$50 donation. Spend no more than \$20 per person on the food, and you'll have \$300 or more by the end of the night.

40

fundraising tips

19. **\$5 movie party at your house.** Rent a new flick, make some popcorn, open some soda, and invite your friends and family over for movie night.
20. **Ask a local theater to donate tickets to a performance.** Ask a local theater to donate a couple of tickets to one of its plays or musicals. Auction off the tickets.
21. **Birthday gift pledge.** This is a simple way to raise money, and it will be a lot easier for your friends and family members to write a check than to spend hours trying to shop for you.
22. **Dentist.** Here's hoping you won't have to pull teeth to get him/her to help you out a little!
23. **Yoga instructor.** You've bent over backwards for your instructor; now it's his or her turn to do the same for you.
24. **Radio station.** Call your favorite radio station and ask the on-air personality to make an announcement. He or she may even interview you.
25. **Neighbor.** Write your neighbors a letter to let them know that you're training for the Winship 5K. Ask for a donation.
26. **Meet the press.** Does your company distribute a newsletter? Does your company have interoffice e-mail? Take advantage of these! They're perfect ways to get word out.
27. **Pet sitting.** Are your neighbors going away and don't want to leave "Spot" at a boarding facility? Offer your services and charge them what they would have paid at a facility.
28. **House sitting.** Friends going out of town for a while? Maybe they need a warm body to stay in their place in their absence in exchange for a donation.
29. **Karaoke night.** Who cares if you can't carry a tune! Spend a Friday night at a karaoke bar, and sing your heart out. Have the announcer tell the crowd that you're singing for donations.

40

fundraising tips

30. **eBay.** Remember the garage sale idea? How about rounding up the goods from your friends and putting it all on ebay.com to be auctioned off?
31. **In honor/memory of.** If you're running or walking in honor of a loved one, include a picture of you with your loved one on your 5K team or personal page.
32. **Game night.** Get those board games out, and start playing. Break into teams and let the fun begin.
33. **Bowling nights.** Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling, and turn the saved money into pledges.
34. **Dress-down day.** Ask your company to allow an official Winship 5K Day. For the privilege of dressing down, employees donate \$20 toward your team.
35. **Walk along.** Ask a potential donor to come along on one of your training walks or runs. They may be more willing to donate once they fully understand what a commitment you've made.
36. **Reminders.** In case you don't receive an answer the first time, ask again!
37. **Rock on!** If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made payable to the Winship Cancer Institute.
38. **Honor someone.** Sharing a story always helps encourage people to give.
39. **Ask.** Ask. And ask AGAIN!
40. **Remind.** Remind. Remind. Remind. With all the ways we communicate, it is easy to read an email or retrieve a voicemail and soon forget you ever got it. You will be doing your friends and family a favor when you remind them that you are fundraising. Most of them want to help, but the day-to-day gets in the way.