

Tip for Successful Fundraising

Get creative! Check out some of these great ideas to raise money towards your individual or team fundraising goals:

- **Make a personal donation towards your goal.** Then ask your friends to join you in giving \$50, \$100, or whatever amount you gave. This is most effective because you are leading the way and sharing your cause.
- **Set up a “challenge campaign.”** Challenge gifts can be quite small. Tell people you’ll give \$5 for every \$25 they give, or will match every \$50 gift up to ten gifts.
- **Engage on Social Media.** Facebook, Twitter, Instagram, Snapchat, TikTok and LinkedIn are great tools to reach potential contributors to your fundraising campaign. Tell the story of why you’re getting involved, include a great photo, graphic or video with the details of the event, why it’s important, and make a request for people to visit your personal donation page to make a gift to support your cause. Use these social media sites to your advantage in your fundraising efforts. Check out these examples:
 - Ask people to LIKE a post/picture/video. If it reaches the goal you set forth, then ‘X’ local business that you help promote will donate ‘X’ dollars to my fundraising
 - Ask people to retweet a message on Twitter. Get local media personalities involved to help others gain access to your fundraising page.
 - Take a picture holding a sign telling everyone what your fundraising goal is and who the money will help.
 - Challenge your friends with a video or picture to help your fundraising efforts or participate themselves. Engage them first with your story and a hashtag.
 - “Blog” Start a blog, telling your story and why you are raising money for the Heroes in Health Care Community Run. If you engage with any of these fundraising ideas or other fundraising ideas that you create on your own, tell everyone about them. The more people that know about your efforts and your goal, the more people you will get to help you out. Share your blogs on social media to friends, family and local media personalities
- **“Bake or Arts & Crafts Sale”** Do you love baking, painting or crafting (or do your kids)? Produce your great (and tasty!) works of art to sell in your school or at a local community event. Try not setting a price; tell your story and see how much each item is worth to your customer.
- **“Garage Sale”** Hold a neighborhood garage sale with all proceeds going to your fundraising goal. Get neighbors and family to donate items to help make your garage sale as large as possible. Get the word out on social media, newspaper and TV. Virtual “garage sales” are working in these times.
- **“Backyard Barbecue”** Ask a local meat market or grocery store to donate items for a backyard barbeque fundraiser. Charge admission to your backyard event with all proceeds going to help meet your fundraising goals.. socially-distanced of course.
- **“Percentage of Sales Events”** Partner with local business in the **community** to set up an event. Many businesses already have these “Give Back” programs in place to help you. All you need to do is ASK! Think ice cream shops, family restaurants, coffee shops, local businesses, etc. Below are examples of restaurants that offer give back incentives:

- **Bella Gusto**
- **Barro’s Pizza**
- **Zoyo Frozen Yogurt**
- **Oregano’s**
- **Blue 32 Sports Grill**
- **West Alley BBQ**
- **Some Burros**



- **“Lemonade Stand.”** Hold a lemonade stand in your neighborhood or in a high-traffic area. Don’t set a price on the glass of lemonade. Tell your story about why you are fundraising and ask the customer how much the glass of lemonade is worth.
- **“T-Shirt Campaign.”** There are many online and local shirt companies that will design and sell a shirt specific to your team, then donate a percentage of the proceeds back to your community hospital for the run!
- **List all your friends and family who are interested in your cause or similar causes.** Decide how much you want to ask each one to donate. If you are not sure of an amount, use a range. Write a letter or email sharing more about what you are doing and why you think it is important to support that cause, include information from the organization/program and share how they can donate (fundraiser page, check, cash or participate in activities you decide to arrange for your fundraising). Phone those people who don’t respond in two weeks. Also, be sure to ask which of your friends work in corporations with matching gift programs. Then ask them to donate and get their gift matched, and ask them to ask their co-workers to donate and get their gifts matched. Companies in town with matching gift programs:

- a. APS
- b. Brighton Jones
- c. Boeing
- d. Charles Schwab
- e. Freeport McMoRan
- f. Intel
- g. Medtronic
- h. Northrup Grumman
- i. SRP
- j. Wells Fargo

Send out an email to ALL of your family, friends, co-workers, neighbors, community leaders or business owners and ask for their support in your cause. You can send emails from your raceroster.com account and link to your fundraising website.

- **Solicit small businesses, churches or service clubs for gifts.** If you are active in a church or you own business and are involved in business organizations or service clubs, this can be very effective. You can often raise \$200-\$1000 with a simple proposal and a solid oral presentation about the cause.
- **For your birthday,** ask people to give money to your cause in lieu of gifts.
- **Sell your frequent flyer miles to friends or donate them for a drawing.** Watch the rules of the airline on this, but some airlines let you give away miles.
- **ASK, ASK, ASK** – Keep updating your followers on your progress.
- **THANK YOUR DONORS!** Let them know how appreciative you are for their support.

As you can see, almost all of these strategies involve asking for money and giving money yourself. These are the basic premises of fundraising—you must ask, you must give. Everything after that involves creativity, imagination and a sense of fun.