

Ideas to Support Your Fundraising Goals

There are a few basic things you can do to spread the word about your fundraising endeavors.

Begin With:

- ❖ **Personal Letter Writing/Email Campaign:** Kick off your fundraising with a well written letter that tells your story to your potential donors. Be sure to individualize it as much as possible.
- ❖ **Email signature:** Be sure to provide the link to your fundraising page in your email signature.
- ❖ **Big Goal:** By displaying your goal (in your email signature), potential donors can see your target, say "wow!" and want to help you get there.
- ❖ **Facebook/Twitter:** Use social media websites such as Facebook and Twitter to spread the word about your fundraising. Create statuses, make posts and even include in your links on your page. Just be sure to include the link to your fundraising page anywhere you post about it.
- ❖ **Dimes Do Matter:** A standard water bottle can hold over \$50 when filled. Make labels with "Change for a Cure", or (or another catchy phrase) and a short explanation about your fundraising. Try to place these bottles at a variety of businesses to reach the most potential donors.

Then Follow With:

After spreading the word about your fundraising, you can hold events, offer services in exchange for donations or incorporate the office to kick your fundraising into overdrive.

Events:

There are a variety of events that you can organize to get people actively involved in your fundraising.

- ❖ **Have a Fundraiser:** The fundraiser could be a wine tasting, a "Happy Hour", or a chili tasting, the possibilities are endless. Ask local businesses to donate things like gift certificates or specific items. At the event, hold an auction/silent auction or raffle for the items.
- ❖ **Live Auction:** Try to get an energetic auctioneer. This is good for a large crowd and some big-ticket items such as a trip for two, a special bottle of wine or landscape, pool or housecleaning services.
- ❖ **Web-Based Auction:** Get friends and family to donate things for you to sell on an Internet auction site. Make sure to let bidders know that the item's selling price is going towards your fundraising efforts.
- ❖ **50/50 Raffle:** Sell tickets to a 50/50 raffle at a large event or gathering. The prize is half the "pot." The winner splits the "pot" with you — you get 50% of the proceeds and they get the other 50%.

- ❖ **“Loose Change Day”:** Ask your child’s school to have a “Loose Change Day.” Make a flyer encouraging each child to bring in loose change from their house to be donated.
- ❖ **Pancake Breakfast:** Host a pancake breakfast at a school, park or place of worship. Charge a fee that will go towards your fundraising. Get the pancake mix and other food items donated by local stores.
- ❖ **Coffee Get-Together:** Host a coffee get-together at your home or at a local coffee shop. Ask your favorite coffee shop to donate the coffee (and maybe even some goodies!). Invite your neighbors and friends. Suggest a donation of \$20 (or more!).
- ❖ **“Thons”:** Cut-a-thon (hair salon), Mow-a-thon, Shovel-a-thon, Rake-a-thon. You name it. You can do it for donations. You can even use local Girl Scout or Boy Scout troops to help be your man power for this fun activity
- ❖ **Special Event Day:** If you have a birthday or company anniversary approaching, host a party and collect donations for your event in lieu of gifts.
- ❖ **Poker Tournament Party:** Set up some tables and snacks and let the bluffing begin. Charge a fee to join the tournament and winner takes the rest or donates a portion to the “house.”
- ❖ **Bowling Party:** Ask your local bowling alley to donate some lanes for a fundraising party. Charge at the door.
- ❖ **Music Event:** If you know musicians, ask them to perform a benefit concert at a backyard BBQ, block party or local club. The price of admission goes directly to your fundraising for NF.
- ❖ **Bark in the Park:** Hold a benefit walk and/or run with owners and their pets.
- ❖ **Golf Games:** Hold putting contests or longest drive of a marshmallow for a donation and offer prizes!

Barter/Exchange: _____

People may be more inclined to donate if you offer to do something for them in exchange for their donation. Use this as an opportunity to play to your strengths and do good things for others while continuing to raise money for the Tumour Foundation of BC.

- ❖ **Offer a Specialty Service:** Offer a service that you excel at (tutoring, babysitting, pet sitting, etc.) in exchange for money that would be donated to the Tumour Foundation of BC.
- ❖ **Guest bartender:** Simply sign up yourself, your friends, your boss, etc. to guest bartend at a local tavern. Put all tips towards your fundraising efforts.
- ❖ **“Sit” for Donations:** Baby-sit, pet-sit, house-sit, etc. Offer services to the neighbors to get them involved. Be sure to explain that all proceeds are being donated to the Tumour Foundation of BC.
- ❖ **Dog walking for donations:** Send out a flyer to your neighborhood offering your services to walk their dogs in exchange for donations to your fundraising efforts.
- ❖ **Car Wash:** Hold a car wash

- ❖ **Bake for You** – Bake cookies, breads, or cake and leave in the teacher’s lounge or office kitchen with a donation jar. Be sure to label the donation jar with an explanation that proceeds are going to Tumour Foundation of BC..
- ❖ **Candy Jars:** Ask people to exchange a donation for a piece of candy (or fruit, baked goods, etc.).
- ❖ **Garage sale:** Holding a garage sale helps clean out some closets and can really bring in some much need funds. Be sure to tell them all the money is being donated to the Tumour Foundation of BC. Put out a donation jar as well. Don’t forget to sell lemonade too!
- ❖ **Used Book Sale:** A more focused and versatile version of a garage sale. Ask everyone you know (co-workers, neighbors, family and friends) to donate any books they have read and are finished with. Choose a time and place to have a used book sale — maybe your local farmer’s market, school carnival or community fair.

Office Involvement: _____

If you spend much of your time at work, you should use it as an opportunity to further your fundraising efforts.

- ❖ **Dress Down Days:** For a donation of \$5, employees can dress casual on a designated day. An alternative could be to sell a year’s worth of ‘casual day’ privileges for \$100 or a month for \$25.
- ❖ **Spirit Day:** For a donation of \$5, employees wear their favorite team’s jersey, t-shirt or sweatshirt.
- ❖ **Pie Toss:** Employees make a donation for each whipped cream pie toss at management.
- ❖ **Office “Gopher”:** On lunch break, offer to run errands or pick up lunch for others for a “fee”.