

## Helpful Hints & Tips to Fundraising

**Make a goal** – When you signed up to be a Hard Walker, you agreed to raise a minimum of \$250. When you signed up to be a Stroller, you agreed to raise a minimum of \$50. You'll be surprised at how many people will support you once you reach out to them. We also encourage you to raise the bar even higher than the minimum.

**Set up your fundraiser page** – Once you've registered to be a Hard Walker, Stroller or Punk Walker you will be directed to set up your fundraiser page. You can write your own personal story, set your fundraising goals and send links to family and friends. Just email us at [info@saragoodwin.org](mailto:info@saragoodwin.org) if you need additional help.

**Make a list of all your potential donors** – Write out a list of everyone you know; family, friends, co-workers, neighbors, holiday card or wedding lists, members of groups, librarian, doctor, local dry cleaners, teachers. The larger your list is of potential donors the easier it will be to raise your money. The more people you share your story with then the more people will get involved.

**Asking for a donation** – Once you ask for your first donation, you will feel inspired to keep asking. Your first ask could be by email, in-person or over the phone. Remember the more people you tell about your fundraising the easier it will happen. Don't forget to ask Big. Typically, if you ask for \$100 you'll receive \$100 and if you ask for \$10 you'll receive \$10. Don't be shy. Everyone wants to help make a difference.

**Follow up** – Follow up with your potential donor list. Some people just need a simple reminder.

**Thank your donors** – It's important to thank your donors no matter how big or small a donation may be. Every contribution makes a difference.

**Ideas for fundraising** – We have made several suggestions to help kick start your fundraising on the next page.

## **Fundraising Tips**

1. Donate to yourself
2. Ask 5 neighbors to donate \$5 each.
3. Ask 4 family members to donate \$25 each.
4. Ask 5 friends to donate to donate \$35 each or whatever they can afford
5. Ask your boss for a company contribution of \$75.
6. Ask 4 coworkers to donate \$25 each.
7. Personalize your Fundraiser page – Build your personal webpage. Then email everyone.
8. Fundraising Letter Campaign – Send out emails, letters or post cards. A traditional way of fundraising is writing a letter. You compose your letter about Sara's Beach Walk, your fundraising goals and personalize your story.
9. Your Company – Have your company hang an official Sara's Beach Walk poster or give a donation.
10. Dinner – Have your favorite restaurant donate 10% of sales on a given night.
11. Gym – Have a spinathon at your gym
12. Ask, Ask, Ask – There are thousands of ways to fundraise. Don't be afraid to ask.
13. Family and Friends – Get your family and friends involved.
14. Organizations – Whatever organizations you belong, get them involved too.
15. Bowl a thon – Have an evening of bowling be a great fundraiser.
16. Hobbies – Take your hobby and make it into a fundraiser or donation.
17. Business – Ask a business for a corporate sponsor.
18. Internet – Post your information, goals and registration page on a message board.
19. Promote – Best way to fundraise is to promote yourself.
20. Messages – Change your voicemail – Leave a message about your fundraising campaign.
21. Follow Up – Follow up with everyone you talk with about your fundraising.