



## FUNDRAISING TIPS FOR SUPERHEROES

### **1<sup>st</sup> Tip - Get Started**

Show your friends, family and colleagues how committed you are by making a pledge yourself. Use a donation amount as an example of the amount you would encourage others to donate as well. Set fundraising goals for yourself for each week and try to exceed them.

### **2<sup>nd</sup> Tip – Get Involved**

Promote yourself by adding your personal fundraising link to your email signature, Facebook page or Twitter account, or by simply sending an announcement. On average, on-line donations are about three times higher than those donated in person. This approach becomes more effective when asking for donations on or around pay day. Don't be afraid to ask for donations, you may be surprised by the generosity of your friends, family, neighbors and colleagues.

### **3<sup>rd</sup> Tip – Get Creative**

- Contact your Human Resources department to find out if your company has a corporate matching gift program or if they will support your efforts financially. This is a great way to double your donations with one quick question.
- Instead of asking for birthday or anniversary presents, or even host/hostess gifts at your next get together, ask for a small donation that will help in a big way.
- If you have extra paid vacation from your office, raffle them off in exchange for a donation.
- Arrange a bake or yard sale, penny drive, BBQ, golf tournament with proceeds going towards your raffle.
- Auction of personal services such as painting, gardening, baking, golf lessons, etc. Use services that you are admired for and offer to help a friend as well as a great cause.
- Host a party such as a wine and cheese, movie and popcorn night, flavors of the world potluck, poker game, bocce ball tournament, etc. This is an excellent way to spend an evening with friends and get them to donate.

### **4<sup>th</sup> Tip – Thank you, Thank you, Thank you!**

Make sure to follow up and thank those that have helped you reach your goal. Follow up with a letter or email after your event to share highlights, pictures and how their donations made a difference.



CREIT

National Founding Sponsor

**Every week counts...here is a simple way to raise \$800.00 in one week:**

**Day 1 - \$50:** Sponsor yourself

**Day 2 - \$100:** Ask two family members to sponsor you \$50

**Day 3 - \$250:** Ask five friends to contribute \$25

**Day 4 - \$250:** Ask five co-workers to contribute \$25

**Day 5 - \$50:** Ask two businesses you frequent (doctor, health club) for \$25

**Day 6 - \$50:** Ask five people from your social and sports group to contribute \$10

**Day 7 - \$50:** Ask your boss for a company contribution of \$50

In one week, you can raise \$800, which is more than half of what you need in order to rappel off The Sutton Place Hotel on September 4, 2012.