

## **FUN**draising Ideas

Have fun raising money for an important cause! It's a matter of 1-2-3:

1. Come up with Some Creative Ideas to Raise Money
2. Make an Ask Plan
3. Promote Your Cause and Your Ideas



### 1. Here are a few ideas and tips to help you raise money for SWIM Across the Sound:

- **Corporate Matching**

Your company can double your impact! Ask your Human Resources Department if they can match the funds you raise. Corporate matching is set up in many corporations already.

- **Silent Auction – Online or at a Party**

Do you know anyone who would donate items or services to help raise funds (tickets to sporting games, theatre tickets, concerts, restaurant certificates, a house for a weekend?) Once you've gathered your sale items, send out an exciting email highlighting the items as well as the SWIM cause and watch offers come in. Be sure to set strict cut off times for your auction. At the exact cutoff time, the person with the highest bid for each item becomes the automatic "buyer" of the item. THANK EVERYONE for their bids, and their purchases.

- **Talk It Up**

Every chance you get, talk about how you are swimming in the SWIM Across the Sound Marathon to help cancer patients and their families. Tell everyone your goal.

Get it on the agenda for all your meetings.

Talk about it on Facebook and Twitter.

Tell everyone you know – family, friends, hairdresser, neighbors, doctors, teachers, clients, colleagues.

Make flyers that include information on the cause and how to donate or contact you to donate. Post the flyers everywhere.

- **Party with Purpose**

Invite friends over for a party. To defray the costs, ask everyone to bring a food item or drinks to enjoy, and a donation from their heart for the SWIM. Depending on your guests, it may be appropriate to ask for a minimum suggested amount, or just have them give to their own level of generosity and affordability.



You could also offer a silent auction at the party. Gather items and allow people to bid on the items. The highest bidder at the end of a pre-specified time gets to pay for and own the item.

- **Restaurant Fundraiser**

Ask your local restaurant to host a SWIM DAY breakfast or dinner at their restaurant and donate the proceeds (or a percentage of the proceeds to your SWIM fundraising effort). You invite everyone you know to the event.

- **BBQ or Block Party**

Have a band or DJ donate a few hours, have a BBQ, do face painting, offer hay rides etc.

- **Have a Raffle at Your Office**

Prizes can include winning a vacation day, reserved parking spot for a week.

- **Give Lessons**

Host a party or a workshop where you teach lessons. It could be dancing lessons, cooking lessons, or any other talent you can share. Charge for admission, and the fee goes directly toward your pledge for the SWIM.

- **Make something or buys something to give away as an incentive for donating**

Make jewelry, a cake, or something interesting, as an incentive to give to all people who donate over a certain amount.

- **Tutor a Child**

Give lessons or tutor students who need extra help in a school subject

- **Have a bake sale at work or at school**

Solicit friends to bring in baked goods to sell for the SWIM  
OR, have co-workers pay you to not to have to bake

- **Pet sitting and Dog Walking**

This is an easy way to get extra cash

- **Run a car wash**

Get some people together at a school and run a car wash for the SWIM

- **Have a tag sale or garage sale**

Get rid of your junk and get easy cash for the SWIM.  
You can even do this as a team!



- **Jeans Day**  
Send out an email at work offering jeans on Fridays for \$5.00 each time. One month would give you \$20 - \$25 per person!
- **Sell your used items on ebay or another online website**
- **Piggy Bank It**  
Get everyone on your team to put in \$5 - \$10 every Friday starting the week after the marathon. In 50 weeks each team member will have \$250 - \$500 already raised.
- **Game Night**  
Game Night: Have a game night- much like a party with a purpose. Everyone comes to your house to play board games, charades etc. Charge an “entrance” fee.
- **Money Jars**  
Set up money jars or coin boxes at your place of work. This is good for banks, diners/restaurants hairdressers, and stores. Check back to empty frequently.
- **Movie night**  
Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission.
- **Sports Tournaments**  
Teams organize bowling, hockey, basketball, soccer, and other sports tournaments  
Charge for playing and admission.
- **Subs & Pizza**  
Encourage sub/pizza shops to donate a set amount (50 cents) from each sub they sell. Or, purchase subs for lunch for coworkers for \$5.00 and charge \$7.00 or \$10.00.

## **BE SURE TO THANK EVERYONE WHO SUPPORTED YOU AND THE SWIM ACROSS THE SOUND!**

Let them know how much you appreciate their generosity and the impact they are making to patients, survivors and families who are struggling with cancer.

**Now, for the ASK PLAN . . .**



## THE SIX WEEK “ASK” PLAN

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Sunday						
Monday						
Tuesday						
Wednesday						
Thursday						
Friday						
Saturday						

### 2. Make a plan and stick to it. Your FUNdraising will soar!

#### Week 1:

- Make a list of everyone you know. This is your list of potential donors.
- Start by sponsoring yourself for \$25.
- Send out at least 25 emails to friends and family (ask for a minimum donation of \$20) = \$500. However, send them one at a time, not in a mass email.
- (Note: the AVERAGE pledge in most similar events is \$40. \$20 is do-able by just about everybody.)

#### Week 2:

- Follow up on your fundraising letters and emails.
- Ask four additional family members (minimum donation of \$25 each) = \$100.
- Ask five friends to sponsor you (minimum donation of \$25 each) = \$125.
- Ask three co-workers to sponsor you (minimum of \$25 each) = \$75.
- Check with your company's human resource department to see if they offer matching gifts.

#### Week 3:

- Ask three additional co-workers to sponsor you (minimum donation of \$25 each) = \$75.
- Plan a fundraising party with at least 25 people (e.g. 50% of split cover charge of \$20 for a happy hour) = \$250.

#### Week 4:

- Ask eight neighbors to sponsor you (minimum donation of \$10 each) = \$80



**Week 5:**

- Ask your boss for a company contribution = \$100

**Week 6:**

- Ask three businesses you frequent for a donation (e.g. doctor, dentist, dry cleaners, etc., \$50 each) = \$150

**Every Week:**

- Immediately thank anyone who has made a donation that week. Tell them how grateful you are and how excited about being able to help people through SWIM Across the Sound. Thank them for their part in that

**After the Event:**

- Send pictures around showing you finishing the event. Thank each and every donor once again and show a few pictures of you and your team achieving your goals!

**Now for Promotion . . .**

### 3. PROMOTE YOUR ONLINE DONATION FUNDRAISER

#### Plant the Seed

Get your closest friends and family, or organization members and supporters, to go to your page and donate \$20 or more. If they are able to donate \$50 that's brilliant, but if they can only afford to donate \$1 then that's alright too!



Now when potential donors arrive at your online donation page and see that others have donated they will immediately feel **more confident** that your fundraiser is a good cause.

How many times have you waited to see if someone else does something before you do it? *Same concept here!*

*Seeing that others have done something gives you **more confidence** to do the same!*

The same applies for the sharing tools on your page. Get those same people to **seed all the sharing buttons** by using them. This will also **encourage others** to do the same.

## GET THE BEST RESULTS

Some forms of promoting get better results than others.



1. **Face to Face** - This always gets you the best results. It is harder for someone to say no or to ignore your online donation request when you're talking to them face to face! However, it takes a lot of time.



2. **Phone calls** - This is the next best method and although it is not as impactful as face to face, it will still get you good results. This method also takes time to call lots of different people, but it can be very worth it.



3. **Direct Emails and Messages** - Contacting people personally will always beat a general group message. It's all about connection.

So direct emails or messages (on Facebook, Twitter, via sms or text message etc.) that address the potential donor directly and personally will be your next best online donation converter!

4. **Third Party Direct Promoting** – Ask your friends, family, colleagues, supporters, and members to help promote your efforts and the cause. This is a **crowdfunding** fundraiser.
5. **Follow Up** - The next best online donation converter will actually be following up those that you have already contacted directly but who have not donated yet. People will often say yes and want to help you out but will then forget. Reminders are key.

It's not that they meant to but life often just gets in the way... *So follow them up and ask again!?*



6. **Social Media Word Of Mouth & Local Media** - This form of promoting will get the word out there quickly and to loads of people. Good quick exposure for your online donation fundraiser! Use Facebook, Twitter, and blogs to invite people to your fundraising page, keep people informed and to make it fun and interesting. Keep telling your story and let them know how much more you need to help individuals battling cancer.

It will not convert as many of those people as the above though, but will be a much easier way of spreading your need out to a huge audience of people.

Promote with flyers, letters, pictures and stories on your fundraising page, and anything you can to get the word out. Don't forget to let people know how to learn more (such as your fundraising page) and to contact you.

**!!!!!! HAVE FUN !!!!!!**

**THANK YOU FOR ALL YOU'RE DOING TO HELP INDIVIDUALS AND THEIR FAMILIES WHO ARE BATTLING THE CHALLENGES BROUGHT ON BY CANCER.**