



Sunflower Rev It up for Parkinson's Fundraising Ideas

- 1. Form your team and create a great personalized home page!** Tell everyone your story! Why is participating in this year's event important to you?
- 2. Online Fundraising** - This is a quick and easy way to fundraise! Use or personalize our sample letter or create your own. Use the website tools to send your letter electronically.
- 3. Facebook and Twitter-** Post messages with links to your fundraising page. Challenge your friends to help or join your team! "Step Out" and tell your story! Great photos are a plus. You may download event photos from our resource page.
- 4. Letter Campaign** - Use our pre-written letter, or create one of your own, and send them to your friends, family, and co-workers. Hand-address in colorful envelopes so your letter stands out!
- 5. Corporate Matching Gift** - Ask your company if they have matching gifts.
- 6. Other donors' Matching Gifts** - Ask your sponsors if their companies match gifts.
- 7. Corporate Sponsorship** –Perhaps your company will sponsor your team!
- 8. Fundraising dinner at your local favorite restaurant** - Ask your favorite local restaurant or tavern to host a fundraising night for you. Have them donate a certain percentage of the night's total proceeds. Use posters to advertise this night and invite your friends, families and co-workers.
- 9. Dress Down Day** - This is usually a successful fundraising tool! Ask your company if they will allow those who donate to wear jeans on a designated day (usually Fridays). Send out an e-mail to your staff notifying them. Have everyone pay \$5 to dress down, and put the money towards your fundraising.
- 10. Create business cards** with your team information on it and directions for how to sponsor you. Use a great photo!
- 11. Desk Drop** - Get a box of assorted cookies (usually 36 bags per box from Costco or BJ's). Attach your team business card to the cookies and drop one on each desk of your co-workers that you want to sponsor you. It is even better when you see them personally so you can tell your story!
- 12. Office Fundraising Challenge** – Ask your co-workers to join your team! Ask your HR department

if they can help promote your team as a wellness activity. Maybe your company will give the highest fundraiser a day off or a prize!

13. Answering Machine Message - Change the message on your cell phone or answering machine to mention your fundraising campaign and participation in the ride. Let them know you need their help!!

14. Carry copies of your fundraising letter or team business cards in your purse or wallet - Have one with you at all times and pass them along to people you meet.

15. Birthday gift - Ask your friends/family to sponsor you for your birthday present. This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you! They might even do both!

16. Signature Lines - Change the signature line of your outgoing e-mails to mention your involvement in the Ride.

17. Radio Station - Call your favorite radio station and ask them to make an announcement on the air (they may even interview you and you can step out and tell your story! Donations may be sent directly to us earmarked with your team name if you prefer.

18. Gym/Coffee shops - Ask your gym to place Rev It Up Flyers (or your cards) in their reception area or stores.

19. Meet the Press - Does your company distribute a newsletter? Does your company have interoffice e-mail? Take advantage of these! It's a perfect way to get the word out.