

## Fundraising Tips

### Want to fundraise but are stumped with ideas?

Check out how you can raise \$500 in two weeks!

| Day    | Task of the Day   | Day's Goal |
|--------|---|------------|
| Day 1  | Show your commitment & contribute to yourself                                 | \$25       |
| Day 2  | Send emails to 10 people asking them for \$10 each                            | \$100      |
| Day 3  | Skip Starbucks for a week   | \$20       |
| Day 4  | Ask four friends for \$10 each  | \$40       |
| Day 5  | Ask two doctors/dentists for \$25 each  | \$50       |
| Day 6  | Ask two local merchants for \$25 each   | \$50       |
| Day 7  | Ask your supervisor or company to donate \$25                                 | \$25       |
| Day 8  | Save your lunch money for a week and don't eat out                            | \$25       |
| Day 9  | Ask four co-workers for \$5 each  | \$20       |
| Day 10 | Ask two friends of your parents to donate \$10 each                           | \$20       |
| Day 11 | Ask three neighbors for \$10 each   | \$30       |
| Day 12 | Ask four people from a club in which you belong to give \$5                   | \$20       |
| Day 13 | Host a dinner party where every person brings \$5 to eat your delicious food! | \$25       |
| Day 14 | Ask two family members for \$25 each  | \$50       |

### Other tips to make collecting donations easier...

Anyone is a potential donor. Ask people you have contact with daily or who you've established a relationship with one way or another – parents, friends, classmates, co-workers, neighbors, lawyer, mechanic, etc. Start with the person whom you think will give you the largest donation, which will establish a high baseline of giving.

- **Ask your company about matching gifts.** Many companies will match whatever amount each employee raises on his/her own.
- **Tell your donors why you're walking for MADD.** Emphasize that every one in three people will be involved in an alcohol-related crash in their lifetime. Share your own story, if appropriate.
- **Collect your donations up front** so you don't have to ask them a second time.
- **Ask at least 1 person a day** to donate to you.
- Uncomfortable asking face-to-face? **Write a letter** with a donation form or **send emails** via the website.
- **Aim high**, ask for \$100 and settle for \$50, instead of asking for \$50 and settling for \$20. Base the amount you're asking for on your prospect's ability to give.
- **Carry your walker donation envelope** with you at all times.