

~ Fundraising Tips ~

Who do you know?

- Create a list of people you know who you're comfortable asking to support you.
- Think about people you encounter on a regular basis (daily, weekly, monthly) who could contribute. A few ideas: dry cleaner, hair dresser, mailman, pizza delivery person, and people at the gym, church, social clubs and work.

Enlist others to help

- Ask your family, friends, spouse, etc. to ask their contacts/colleagues/friends to support you.
- Get your place of business behind you – post information in an office newsletter, in people's mailboxes, announcements at staff meetings, advertise your run on the intranet, email blasts, etc.
- Do the same at your church or club. Set up a table if you can and invite people to stop by.
- Ask your company to match your gifts – and ask your donors if their company will match gifts – matching gifts DOUBLE a contribution!

Host an event

- Review who you know and find a common theme. If they enjoy wine, host a wine tasting and charge everyone a fee to attend; let them know it's supporting your run.
- Host a holiday or birthday party and ask everyone to contribute to your donation page rather than bring a gift.
- Have a good relationship with your favorite local restaurant? Ask if they would donate a portion of their sales (10% from one night) to your run – then ask everyone you know to join you for dinner there.
- Know a gourmet chef (or even a really good cook)? Ask them to prepare a meal for your friends and charge \$20 each; tell them the money will support you in the run.

Pocket Change bandits

- If you buy yourself a cup of coffee everyday, put that money toward your run for the next few months. See how quickly \$3 a day adds up.
- At the end of each day, throw your spare change in a jar. Ask family and friends to do the same. Or set up a canister at work and ask others to help, too.
- Do you have your own business or profitable hobby? Donate a percentage of your fee to TEAM LAAF. Advertise it – you'll get more business, guaranteed!

You are newsworthy

- Contact your local newspaper and tell them what you're doing. They may want to run a story on you.

Letter campaigns and face to face encounters

- Write your letter, and then know your audience! For some folks, snail mail is the trick, for others email works better.
- Tailor your letter appropriately. What will move your friend or colleague to help you? Is it an amazing story about a brain cancer patient? Is it a family history of cancer? Is it how LAAF moved you towards making a difference? Is it about helping you meet an extraordinary personal goal? Tell your story in a way that works for you.
- If you mail letters, place a stamp on the return envelope. People are more likely to send back a gift if you give them the stamp.
- Include the link to the website and instructions for online giving in both letters and emails to make it easy. Be sure to include the web address to your personal fundraising page! Also include a mailing address if snail mail is preferred.
- If you have the opportunity, ask people in person to contribute, or follow up on that email or letter with a personal ask (when you see them at the next dinner out, or office meeting). People are less likely to say no when you ask them face-to-face.
- If you don't hear back from people, follow up! People want to help but can be forgetful—don't let that be the reason they don't support you.
- Include your story or reasons for participating along with a photo in your letters/emails.

How much should I tell people?

- Be proud of your run and tell everyone!
- Share your fundraising goal with people. Let them know your deadlines so they know when to contribute.
- Stay in touch with people, even those who have not contributed, and let them know how the training and fundraising campaign is going. Give them updates on your goal. People want to know and will need the reminder!

Thank you, Thank you, and Thank you!

- Send a handwritten thank you to your donor soon after they contribute.
- Follow up with another thank you after the race and let folks know how you did – give them details of your experience and include a picture if possible.

Possible barriers and options to overcome them

- **Asking for money is uncomfortable** – Host parties, become a pocket change bandit, put your story in the newspaper, contribute your coffee money back to your run, tell family and friends you'd rather they sponsor your marathon than give you holiday or birthday gifts, ask others to help you. There are many other ways to raise funds than to make a direct ask. Just be creative!
- **Living out of state** – Writing to folks who don't know about LAAF? You may decide to focus your letter on you and how important it is for your friend/family member to be part of this experience. Or you may decide to educate them on the brain cancer cause or on Lori's story. Or, do both! Do what works for you.
- **My donors don't know about my fundraising deadlines?** It's ok to tell them. Let them know your goal and when you need to send in your money. Also, collect the gifts upfront. It's easier than going back after your run.