

# Tips For Fundraising Success!

- ➔ **Set a Goal!** Log into your personal fundraising page and set a goal for yourself. This shows your donors you are reaching for the stars and trying to raise the most you possibly can. They will want to help you achieve the goals you set!
- ➔ **Be the one to make your first donation!** Donors will see you are even more involved and be inspired to give. Donors are also motivated to give more as they see you are getting closer to your goal.
- ➔ **Create a contact list!** Put your contacts into groups and then tailor your messaging to each group. **Use our Memory Jogger** to help guide you and make sure you are reaching out to everyone in your network!
- ➔ **Tell Your Story!** Let others know your connection and why you became involved with the Hope & Heroes Walk. Your story is what will connect your potential donors to the mission and inspire them to donate.
- ➔ **Matching Gifts:** Many companies will match an employee's charitable donation and this can double (or sometimes even triple) the money you've raised! Ask your company to promote the Walk within your workplace through email blasts, info in employee mailboxes, posters in lunch rooms, hosting a "Lunch and Learn" event, etc.
- ➔ **Maximize Social Media!** See our *"Social Media Tips and Tricks"* resource for more information.
- ➔ **Follow Up:** Has your network not donated yet? Follow up! Share the successes of the Hope and Heroes Walk and the progress of your team towards your fundraising goals.
- ➔ **Don't assume** your donors do not want to support you just because they have not yet donated. Sometimes it can take 2-3 asks before a person makes a donation.



# Fundraising Event Ideas!

- **Bake Sale:** These can be set up in your town, on your front lawn, at a sports game, etc.
- **Bar Event:** From happy hour to trivia night, there are lots of possibilities! Many local bars are willing to work with you and offer discounts to your attendees.
- **Jeans/Dress Down Day:** Many schools and offices will allow you to host a Jeans Day where employees and/or students can make a donation (example \$5) and get to wear jeans for a day.
- **Hope & Heroes Bracelets:** Hope & Heroes will provide branded rubber bracelets that you can “sell” for a donation to your Walk team!
- **Car Wash:** Offer car washes to neighbors. It’s a great activity for groups and families!
- **Walk T-shirts:** Many teams create their own T-shirts, so why not use it as a fundraising incentive? Tell your donors that if they donate a certain amount they’ll receive a team T-shirt!
- **Charity BBQ/Dinner:** Love to BBQ? Known for your amazing pasta? Invite your friends, family and neighbors over for a big meal with a donation “entry fee”.
- **Garage/Yard Sale:** Clean out the garage and raise funds too. Hold a “Spring Cleaning” garage sale, with proceeds donated to Hope & Heroes.
- **Guess The Jelly Beans In the Jar:** Fill a large jar with jelly beans, gum balls or something else fun. For a donation, classmates or co-workers can guess how many there are in the jar.
- **Gym Class:** Are you a regular at a workout class or studio? Ask the staff if they would be willing to donate a session to your Walk team – all class fees can go towards your fundraising.
- **Handmade Jewelry:** Make beaded bracelets/necklaces. Sell them directly to friends and family or at schools, religious organizations, and local stores.
- **Lemonade Stand:** Easy and fun way to raise money. Sell lemonade by the cup or glass in return for a donation.
- **Pet-Sitting:** Offer to walk the neighbor’s dog or “pet sit” for a donation.
- **Promotion:** Request to place signage about the Walk and your team in your school, office, local stores, etc. The more people that know about your efforts, the more support you can get!
- **Raffle:** The options for raffle prizes are endless – tickets to a sporting event/theatre/concert, gift cards, free babysitting, gift baskets, etc. Sell tickets with proceeds going to your team.
- **Shopping Party:** Have a friend who represents a jewelry/kitchen company? See if they will host an event at your home and donate part of the proceeds to your Walk team. A similar idea can be done with kids arts & crafts.
- **Sports Event:** Bring out everyone’s competitive spirit with a three-on-three basketball tournament or a softball contest. Team entry fees are donated to Hope & Heroes.
- **Team Fundraising Contest:** Establish a fundraising goal to rally co-workers to support. Departments/teams can compete and whoever raises the most funds can win a pizza party!