

Tips For Fundraising Success!

→ SET YOUR GOAL

Log into your personal fundraising page and set a goal for yourself. Reach for the stars and set a goal (ex. \$200) to raise the most you possibly can. Donors want to help you achieve your goal and will rise to the challenge!

→ TELL YOUR STORY

Update your personal page and share your connection to Hope & Heroes and why you became involved with the Walk. Your story connects your community to the mission and will inspire them to donate.

→ BE AN EXAMPLE - MAKE A DONATION

Inspire your donors, show your fundraising dedication, and make your first donation!

→ LAUNCH YOUR FACEBOOK FUNDRAISER

Click the 'Set Up a Facebook Fundraiser' link on your participant page dashboard and let the tech do all the work. In a few clicks your fundraiser will be up and running. This is the fastest and easiest way to fundraise.

→ MAKE YOUR LIST

Put your contacts into groups and tailor your message to each one. Use our Memory Jogger guide you and make sure you reach out to everyone.

→ GET SOCIAL

See our "Social Media Tips and Tricks" resource for more information.

→ FOLLOW UP

Life is busy, and it typically takes 4 asks before a person takes action, so don't be shy about following up! Share the progress of your team, the successes of Hope & Heroes, and use these updates to remind people to make a donation.

→ MATCHING GIFTS

Many companies will match an employee's charitable donation. This can double (or even triple) the money you've raised! Check whether your company and your donors' companies have matching gift programs.

Fundraising Event Ideas

Thank you for fundraising for Hope & Heroes!

Have fun with our fundraising ideas and adapt them to your needs. With any of our suggestions, please be sure to stay safe and follow the rules and regulations of your own city or town.

- **Bake Sale:** These can be set up in your town, on your front lawn, at a sports game, in your lobby, etc. Individually wrap your baked items to keep them germ-free.
- **Car Wash:** Offer car washes to neighbors. It's a great activity for groups and families!
- **Customized Walk T-shirts:** Many teams create their own T-shirts. Tell your donors that if they donate a certain amount they'll receive a team T-shirt! (And maybe they can help with the design for an extra-large donation).
- **Garage/Yard Sale:** Clean out the garage or storage space and raise funds, too! Hold a "Cleaning House" 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. Winner gets the jar!
- **Gym Class:** In person or over zoom, if you attend an exercise class 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:** An 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.
- **Profit Shares:** Many restaurants, especially chains like Chipotle, will give percentages of their profits. All attendees have to do is bring a flyer with the profit share time and date on it! Call your local Chipotle or Pita Pit, set up a time and date and let your family and friends know about it!
- **Promotion:** Request to place signage about your team and the Walk in your school, office, local stores, etc. The more people that know about your efforts, the more support you can get! Remember to include a link to your fundraising page on your sign.
- **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 gadget 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 or soccer game. Team entry fees are donated to Hope & Heroes.
- **Team Fundraising Contest:** Establish a fundraising goal to rally your co-workers. Departments/teams can compete and whoever raises the most funds can win a pizza party!
- **Trivia Event:** From happy hour to trivia night, there are lots of possibilities! Many bars are willing to work with you and offer discounts to your attendees.