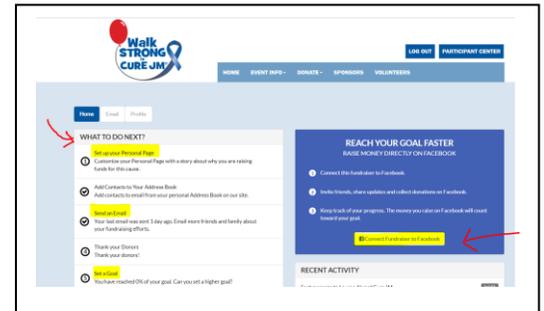


# Fundraising Best Practices

1. **Make a donation yourself & set a fundraising goal** – your friends and family will want to help you reach your goal especially when they see you taking the lead!

You can easily do everything from your Participant Center



2. **Reach out to your family and friends.**

- a. **Send a personal email and post on Facebook from your participant center.**
- b. **Ask your Mom, Dad, Aunt, Uncle to send the note on to their contacts: Everyone wants to help when a grandparent says their grandchild needs their help.**
- c. **3 times a charm rule! We all miss emails and FB posts. There is data to show you typically need to send your notes and posts at least 3 times.**
  - Be creative! You can tweak your notes with little updates, “I’m so excited the walk is approaching. I’m hoping to get 5 \$20 donations today to stay on track to hitting my goal. Who’s in?”
  - As people donate, thank them on FB and you can use your participant center to thank everyone individually too.
  - Challenge your friends to give up coffee or wine for a few days and donate what they would have spent!



3. **Raise money in the community – it counts toward your fundraising walk total too!**

- a. **Coins for Cure JM:** Put out a coin jar at your work, school, karate dojo [most places are very receptive to helping]. Families have raised several \$100s of dollars in coins.
  - i. Often schools will let you put jars in multiple classes and see who raises the most (e.g. if your child is in 3<sup>rd</sup> grade, it might be a fun competition for all of the 3<sup>rd</sup> grade classes).
  - ii. One family had permission from a local grocery store and set up a table with a coin jar and raised over \$900.
- b. **Priceless – For Donations - Yard Sale:** Gather all of the things you no longer use (and maybe your neighbors or friends will contribute) and hold a garage sale for donations.



- i. One family held a short 3-hour garage sale. They did not price any items. They simply said donate what you wish and had a flier showing it'd go to Cure JM. People gave way more in donations than if the items were price marked. In 3 hours, they raised nearly \$400.
- ii. You can advertise your yard sale on-line in most areas – there are free websites such as gsar.com and yardsales.net and more. There is no need to put up any signs. Fast and easy way to raise money!

More Fundraising ideas and toolkits: <http://www.curejm.org/toolkits/index.php>