



Fundraising Ideas

We encourage all participants to take an active role in the fundraising process to help you reach your goals. In addition to traditional fundraising methods, we've included some suggestions on unique ways to raise money.

Tips for Fundraising Success

- Set a higher fundraising goal
- Don't be afraid to ask
- Get personal and share your story
- Lead the way with a leadership gift
- Spread the word and go viral
- Get creative and have fun!

E-mail Campaign

- Spend an afternoon conducting an e-mail campaign
- Expand your reach and include everyone on your holiday card list
- Save time by utilizing the email templates in your Participant Center (see Participant Center User Guide for details)
- Always include a link to your personal page in your e-mail

Go Viral

Social media makes it easier than ever to let your friends know that you are participating in the Bank of America Chicago Marathon as part of Team Race for ALS. Post a link to your personal fundraising page, ask your friends for support, provide updates on your fundraising progress and thank your followers.

Community Involvement

Get your local community involved

- Solicit businesses you frequent such as your hair stylist, mechanic, doctor, veterinarian, dentist, dry cleaner, grocery store, athletic club, etc.
- Drop off ALS collection cans and Foundation informational cards at counters in local shops, restaurants and businesses and encourage patrons to donate
- Host a fundraiser at a local gym/fitness center, store, restaurant that gives you a portion of sales for the day. Some businesses that have great programs in place include:
 - Buffalo Wild Wings, Chipotle
 - Cycle Bar, Fly Wheel, Orange Theory Fitness
- Plan a wrap-around event that can occur anytime during the year and put the funds raised towards your fundraising goal. Ideas include:
 - Wine and cheese party, trivia night, happy hour
 - Kickball tournament, bowling party, fantasy football

Daily Routines

Turn your daily routines into a way to fundraise...

- Eat lunch out every day? Pack a lunch and put your allocated lunch money towards your goal.
- Buy a coffee every morning? Make your own at home and put your allocated coffee money towards your goal.
- Spring cleaning? Hold a garage sale with the proceeds benefiting your goal

Matching Gifts and Corporate Support

Many companies offer corporate giving programs that match their employee's donations. Simply obtain the necessary paperwork from your HR department, complete the donor section and send us the completed forms with your gift. Don't forget to ask your donors if their gifts can be matched. For a list of companies with matching gift programs, please visit <http://lesturnerals.org/get-involved/matching-giftsworkplace-giving/>

In addition to matching gift, consider getting your workplace involved in other ways:

- Request a casual day where fellow employees can donate \$5 to wear jeans on a Friday
- Ask your boss if he/she will match what you raise
- Ask your company to sponsor you for \$50
- Include a call for donations in your company's newsletter
- Leave event postcards on the tables in your cafeteria
- Organize a potluck where colleagues bring in dishes and coworkers donate \$5 for lunch