



## Fundraising Ideas

We encourage all participants to take an active role in the fundraising process and raise their own funds or help raise funds as a team. In addition to traditional fundraising methods, we've included some suggestions on unique ways to raise money.

### Tips for Fundraising Success

- Set a 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!

### Go Viral

Social media makes it easier than ever to let your friends know that you are participating in the 2022 ALS Walk for Life. Post a link to your personal fundraising page, ask your friends for support, provide updates on your fundraising progress and thank your followers.

### Virtual Fundraising Ideas

- Team T-Shirt- Create a cool design and sell your team t-shirt. Proceeds will benefit your team!
- Host a Virtual Party and charge each friend \$5 to attend!
- Ask \$1 for each mile you ride your bike or walk!
- Share a photo of why you are joining the ALS Walk for Life and share your donation link.
- Birthday, Anniversary, Graduation? Ask for donations on behalf of your upcoming special milestone!
- TikTok Challenge- get moving with the viral trend and share your donation link.
- Fitness guru? Host a virtual fitness class and ask those who join for a \$10 donation!
- Create a team raffle including certificates and gift baskets!
- Grow your team! The more teammates, the more you can raise!
- Partner Up! Fundraise with [DoubleGood](#) or [Farm Fresh Fundraisers](#)

### Email/Letter Writing Campaign

- Spend an afternoon sending letters or 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 and/or team page in your letter/e-mail

## **Community Involvement**

Get your local community involved...

- Solicit businesses you frequent such as your hair stylist, mechanic, doctor, veterinarian, dentist, dry cleaner, tailor, grocery store, athletic club, etc.
- Post event details on online community calendars – simply visit your local newspaper or radio station’s website to submit
- Ask a local restaurant for a month-long “ALS special” where a portion of a specific menu item benefits your team
- Ask your gym to do a fitness class where proceeds benefit your team
- Drop off ALS collection cans and awareness cards at counters in local shops, restaurants and businesses and encourage patrons to donate their spare change and singles

## **Daily Routines**

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

- Drive to and from work every day? Hold a neighborhood car wash.
- Instead of buying coffee each morning, spend a month making coffee at home and donate what you’d normally spend to your team
- Eat lunch out every day? Pack a lunch and put your lunch money towards your team.

## **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 along 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 and/or your team raises
- Ask your company to sponsor each employee who participates for \$25
- Include a call for donations/participants 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

### **Organize a Wrap-Around Fundraising Event**

A wrap-around event is an individual fundraiser that you organize to raise money for your team. The event can occur anytime during the year, so they are a great way to maintain momentum with your team members year round.

Some helpful tips and tricks to consider when planning your event include:

- Don't take everything on yourself - form a committee to help organize the event and meet periodically throughout the planning process
- Assign committee members specific responsibilities – i.e. invitations, prize solicitation, corporate sponsorship, logistics and fine details, etc.
- Ask businesses to donate items you need (food, drinks, decorations, prizes, etc.)
- Keep printing costs down by using electronic invitations – evite.com and Canva have great options!
- Get personal and share the reason why you are holding the event
- Provide opportunities during the event to collect donations – ask the Foundation for collection cans that can be placed throughout the venue to collect spare change

Ideas for wrap-around events are endless but some of the more common include:

- Bowling party
- Trivia night
- Karaoke night
- Chili cook-off
- Kickball tournament
- Happy hour
- Wine and cheese party