

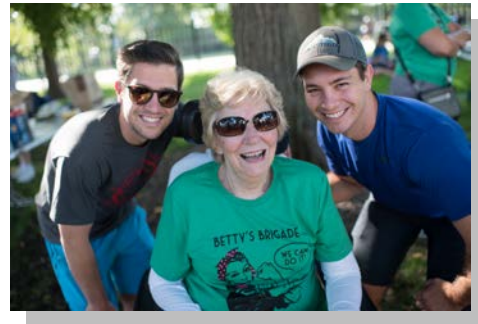


## Fundraising Ideas

We encourage all walkers to conduct their own fundraising campaigns. To help get you started, we've included some suggestions on ways to raise money for your team.

### 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!



### E-mail/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

### Go Viral

- Social media makes it easy to let your friends know that you are participating in the ALS Walk for Life. Post a link to your personal fundraising page, ask for 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, tailor, grocery store, athletic club, etc.
- Submit a letter to your local paper's editor about why you are participating in the Walk
- Ask a restaurant to coordinate a month-long "ALS special" where a portion of a menu item benefits your team
- 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
- Drop off ALS collection cans and tag 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.
- Eat lunch out every day? Pack a lunch and put your lunch money towards your team.
- Heading to the dry cleaner? Bring an ALS coin bank to place at their register.
- Attending a PTA conference meeting? Bring baked goods to sell.
- Spring cleaning? Hold a garage sale with proceeds benefiting 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 or your team organizes to raise money for your Walk 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 has 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
- Kickball tournament
- Happy hour
- Jewelry party

