



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 Strike Out ALS 5k and 1 Mile Run, Walk & Roll. Post a link to your personal fundraising page, ask your friends for support, provide updates on your fundraising progress and thank your followers. Check out our [Facebook Fundraising Through TeamRaiser Guide](#) to see how to get set up and read through FAQs.

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

Daily Routines

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

- 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:

- Share digital event post cards with your coworkers during meetings
- Have everyone donate \$5 during your Friday Zoom happy hour
- 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

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. Virtual Wrap-Around Events are also an option!

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 – use Evite or Canva!
- 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:

- Virtual Party – Trivia Night, Happy Hour, Creative Cocktails, Game Night
- Movie Night- have your friends/family donate what they would have spent at the theatre
- Cooking – Share recipes and tips for healthy eating
- Concert – Stream via [Facebook Live](#) or [Zoom](#)
- Virtual Happy hour
- T-shirt fundraiser-create a unique team t-shirt
- Dog Walkers - Have your team walk the neighborhood dogs for a donation. Many pet owners would appreciate the opportunity to let someone take their dog for a long walk.