



## Fundraising Tips

### 1. GET THE BALL ROLLING

Nobody likes to be first. That's why it's always a good idea to get your fundraising off to a good start by making the first contribution. This will make others more likely to get involved.

### 2. ADD YOUR WHY TO THE EMAIL

We've put together an email template you can use send from your email or as a message on Facebook. The most important thing you can add to this message is why you are fundraising. **Let your family and friends know why this matters to you**, that's what they care about most!

### 3. START WITH YOUR CLOSE CONTACTS

It's always best to start by emailing your close contacts because they are the most likely to donate. Try sending some quick **personal messages** to your inner circle to build up some momentum. Then use the email template you customized to reach all of your other contacts.

### 4. NOW MOVE TO SOCIAL MEDIA

Once you've sent your first batch of emails out, it's time to turn to social media. One of the best strategies to use on **Facebook, Twitter, and Instagram** is tagging and thanking people that have already donated while you are asking for new donations. This spreads your message further and lets the people you are asking know that people are already getting behind you.

### 5. RE-ENGAGE WITH EMAIL

Don't hesitate to send a few follow up emails. Emails are easy to overlook and people often open them up quickly and then forget to go back to them. Use email to keep people up to date with your progress as you hit different milestones (50% raised, 75% raised, etc.) and ask supporters to help you hit the next milestone. **Keep thanking them on social media and make sure you continue to share your progress towards your goal.**

**Fundraising often takes a little creativity and persistence, but it's vitally important.**



## Posting on Social Media

### Sample Facebook, Twitter, and Instagram Posts

I'm making a difference in kids' lives and you can help by sponsoring me at Grace's Race 2018. Donate to The Morgan Adams Foundation to sponsor me in any amount. And, the more the merrier! Please join me at Willow Spring Open Space at 9am, on April 29<sup>th</sup> to run with me and show your support.

Want to know what I'm doing the last weekend in April? Grace's Race 5k Walk/Run fundraiser! Our community is raising money for The Morgan Adams Foundation and we have a goal to raise \$50,000 for pediatric cancer research this year! I'd be grateful for any support I can get. Donations can be made [link to your page]. Thanks for getting behind a great cause! Oh, and come out run or cheer me on at Willow Spring Open Space, on April 29<sup>th</sup> if you have time.

If you have some charitable dollars looking for a home, please sponsor me for this year's Grace's Race 5K. The Morgan Adams Foundation raises money to help fund pediatric cancer research. Support me as I support Grace and all the other kids that fight so hard to beat cancer.

### Sample Facebook, Twitter, and Instagram Photos

Use these images on your social media pages to promote your fundraising. Use pictures of yourself and your team at past races or pictures of you getting ready for this year's race.



### Sample Facebook, Twitter and Instagram Hashtags

Use these hashtags to boost people viewing your post and donating to your goal.

#coloradorunner #corun #denverrunner #rundenver #colorado #denver #denverevents #denverfamily  
 #homesteadschool #willowspringopenspace #centennialco #cherrycreekschools  
 #greatneighborhoodschools #girlsontherun #gracesrace #morganadamsfoundation #fundcancerresearch  
 #researchsaveslives #kidscancer #childhoodcancerawareness #gogold #gracesrace2018



## A-Z Fundraising Ideas

<b>A – Auction</b>	Ask for donations from local businesses and set up a live or silent auction.
<b>B – Bake Sale</b>	Host a bake sale at work, school, retail store, etc... Tip: Don't set prices, ask for donations. You will raise more money this way!
<b>C – Cook Off</b>	Any kind of cook off. \$1 per vote, most votes wins the cook off.
<b>D – Donation Jars</b>	Set out donation jars at gas stations, banks, retail registers.
<b>E – Email</b>	Email your friends and associates for donations.
<b>F – Flower Sales</b>	Work with a local florist or wholesaler and sell flowers.
<b>G –Golf Tournament</b>	Have your team put together a golf tournament with the proceeds benefiting your Team goal.
<b>H –Hot Dogs</b>	Cook hotdogs for a lunch fundraiser.
<b>I – Ice Cream Social</b>	Host an office get-together making sundaes for donations.
<b>J – Jeans Day</b>	Have coworkers donate \$5 to wear jeans for the day.
<b>K- Kool Aid Stand</b>	Just like a lemonade stand but with Kool Aid!
<b>L – Letter Writing</b>	Send letters out explaining what you're doing & why to reach X goal.
<b>M – Matching Gifts</b>	Many companies have a matching gift policy, check to see if yours does. There is a link on the team donation pages to check if your company matches.
<b>N – Nail Salon</b>	Ask a local nail salon to donate proceeds from people who paint their nails gold in support of childhood cancer awareness.
<b>O – Odd Job Day</b>	Iron clothes, wash a car, and cook dinner for donations.
<b>P – Pancake Breakfast</b>	Applebee's helps you raise funds with a Flapjack Fundraiser.
<b>Q – Questions for a \$1</b>	Set up a jar and charge one dollar (or any donation) per question you answer. Ask your boss to set one in their office too!
<b>R – Recipe Book</b>	Make a book of hometown favorite recipes and sell for a few dollars.
<b>S – Scavenger Hunt</b>	People pay to enter. They each receive a list of items they need to scavenge. Give a prize to the person who brings all the items to you first.
<b>T - Theater Night</b>	Ask your local theater to have a benefit night where a portion of the tickets sold benefits The Morgan Adams Foundation.
<b>U – Ugly Sweater Contest</b>	Get a group involved and have the audience vote by using dollars (\$1 = 1 vote).
<b>V – VIP Parking</b>	Raffle off that coveted parking spot for a year!
<b>W – Window Cleaning</b>	Spend a weekend cleaning windows for your neighbors or local shops. Ask for donations rather than charging a set fee.
<b>X – Xtra Change</b>	Put out a jar at work and at home (or ask a few local businesses to put a jar near their register) and collect your spare change.
<b>Y – Yard Sale</b>	Just like the garage sales, work together as a team, or have one individually.
<b>Z – Zumba</b>	Ask a Zumba instructor to donate lessons and collect donations.



## Raise \$500 in 15 Days!

Day	Task of the Day	Goal
Day 1	Show your commitment & contribute to yourself	\$25
Day 2	Send emails to 10 people asking them for \$10 each	\$100
Day 3	Skip Starbucks for a week	\$20
Day 4	Ask four friends for \$10 each	\$40
Day 5	Ask two doctors/dentists for \$25 each	\$50
Day 6	Ask two local merchants for \$25 each	\$50
Day 7	Ask your supervisor or company to donate \$25	\$25
Day 8	Save your lunch money for a week and don't eat out	\$25
Day 9	Ask four co-workers for \$5 each	\$20
Day 10	Ask two friends of your parents to donate \$10 each	\$20
Day 11	Ask three neighbors for \$10 each	\$30
Day 12	Ask four people from a club in which you belong to give \$5	\$20
Day 13	Host a dinner party where every person brings \$5 to eat your delicious food!	\$25
Day 14	Ask two family members for \$25 each	\$50

## Raise \$100 (or more) in 10 Days (or less)!

1. **Email Your Friends and Family.** Send emails to everyone you know asking for their support in the form of a donation. Set up a personal fundraising page on [gracesrace.org](http://gracesrace.org). Use one of the email templates (or create your own), track results, and follow up with a thank you. Soon, donations will start rolling in. Go ahead, it's easier than you think!
2. **The Mighty Pen.** Try sending a letter in the mail to your family, friends, business associates, vendors, doctor, dentist, insurance agents, hairdresser, congregants, and co-workers asking for support. Let them know why you are involved with Grace's Race. If you have a personal connection to Grace, The Morgan Adams Foundation, or pediatric cancer, share your story. Don't forget to send a thank you after they donate.



3. **One a Day.** Take your one a day vitamin and make your one a day ask! Each day, ask a different person to contribute. If you get four \$25 gifts, you will have raised \$100 in less than a week! Did you know the main reason people don't donate is because they were never asked? Depending on your goal, you may want to do it multiple weeks or ask for larger gifts. The possibilities are endless.
4. **Kid Sitter/Pet-Sitter.** Do your neighbor a favor...all in the name of raising money for a good cause! Ask for a donation to take care of your neighbor's pet while they are away. Or offer to watch the neighbor's kids so they can go on a date. Your "kid sitting" money will put you a step closer to reaching your fundraising goal.
5. **Clean House:** It's said that one person's trash is another person's treasure. Put that philosophy into motion by cleaning out your garage or home and holding a yard sale. Instead of asking people to pay for the goods, ask them to make a donation to your Grace's Race team. Ask your friends and family to donate their stuff, too. People tend to be very generous when they know your hard work is helping to raise money for a great cause. Do your neighbor a favor...all in the name of raising money for a good cause!
6. **Shout it From the Rooftop.** Let your social circle (or social media circle) know that you are participating in Grace's Race. Post it in your breakroom. Put it in the church newsletter. Share your fundraising page link on social media. Let people know your goal and how they can help you get there. Don't forget to tell them why you are participating in Grace's Race. Personal stories equal more contributions.
7. **Double the Money.** Many employers offer matching funds programs. Inquire with your personnel/HR department to complete the paperwork required to get your gift matched. It's an easy way to make a little effort multiply in the form of Grace's Race donations. There is a button on the team donation pages to check to see if your company matches.
8. **Talk it Up.** Make your meetings work for you. Ask for a few minutes on the agenda of any meeting you attend. Explain why you are running in Grace's Race and ask for everyone's support. Even small contributions will push you closer to your goal. If you are dedicating your efforts to someone special, share their story.
9. **Celebrate.** You love the birthday cake and ice cream, but don't really need anything else? Here's an idea to put those gift givers to work fundraising. Tell you family and friends that in lieu of a traditional gift, you would like them to make a donation to Grace's Race. You'll feel good and they will, too.
10. **Don't Miss an Opportunity.** Change the recording on your voicemail or answering machine to mention Grace's Race and how callers can make a donation. Then, when you call people back, ask them to sponsor you. Ask for support in the signature line of the email you send out. Be sure to include your Grace's Race fundraising page link in your signature so it will be easy for them to donate.