

Fundraising Tips

Want to fundraise but are stumped with ideas?

Check out how you can raise \$500 in two weeks!

Day	Task of the Day	Day's 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

Other tips to make collecting donations easier...

Anyone is a potential donor. Ask people you have contact with daily or who you've established a relationship with one way or another – parents, friends, classmates, co-workers, neighbors, lawyer, mechanic, etc. Start with the person whom you think will give you the largest donation, which will establish a high baseline of giving.

- **Ask your company about matching gifts.** Many companies will match whatever amount each employee raises on his/her own.
- **Tell your donors why you're walking for MADD.** Emphasize that every one in three people will be involved in an alcohol-related crash in their lifetime. Share your own story, if appropriate.
- **Collect your donations up front** so you don't have to ask them a second time.
- **Ask at least 1 person a day** to donate to you.
- Uncomfortable asking face-to-face? **Write a letter** with a donation form or **send emails** via the website.
- **Aim high**, ask for \$100 and settle for \$50, instead of asking for \$50 and settling for \$20. Base the amount you're asking for on your prospect's ability to give.
- **Carry your walker donation envelope** with you at all times.