

Fundraising Tips



How to Raise Funds

The number one reason why people give is simply because they were asked. Don't be shy - ask everyone you know.



Ask Everyone

There is no such thing as a list that is too big. Close friends and family are the obvious choice, but don't forget co-workers, community members, your child's baseball coach and businesses you frequent.



Ask Confidently

You are not asking for money for yourself: you are asking for support of Make-A-Wish because wishes change lives.



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Make it Personal

Share your own story if you have one. Did your child (or another family member or friend) benefit from a wish? What is their story? Maybe your story is about gratitude for your healthy children. Maybe it is how your wish kid Ambassador has impacted you. Whatever your reasons for participation with Make-A-Wish, share them.

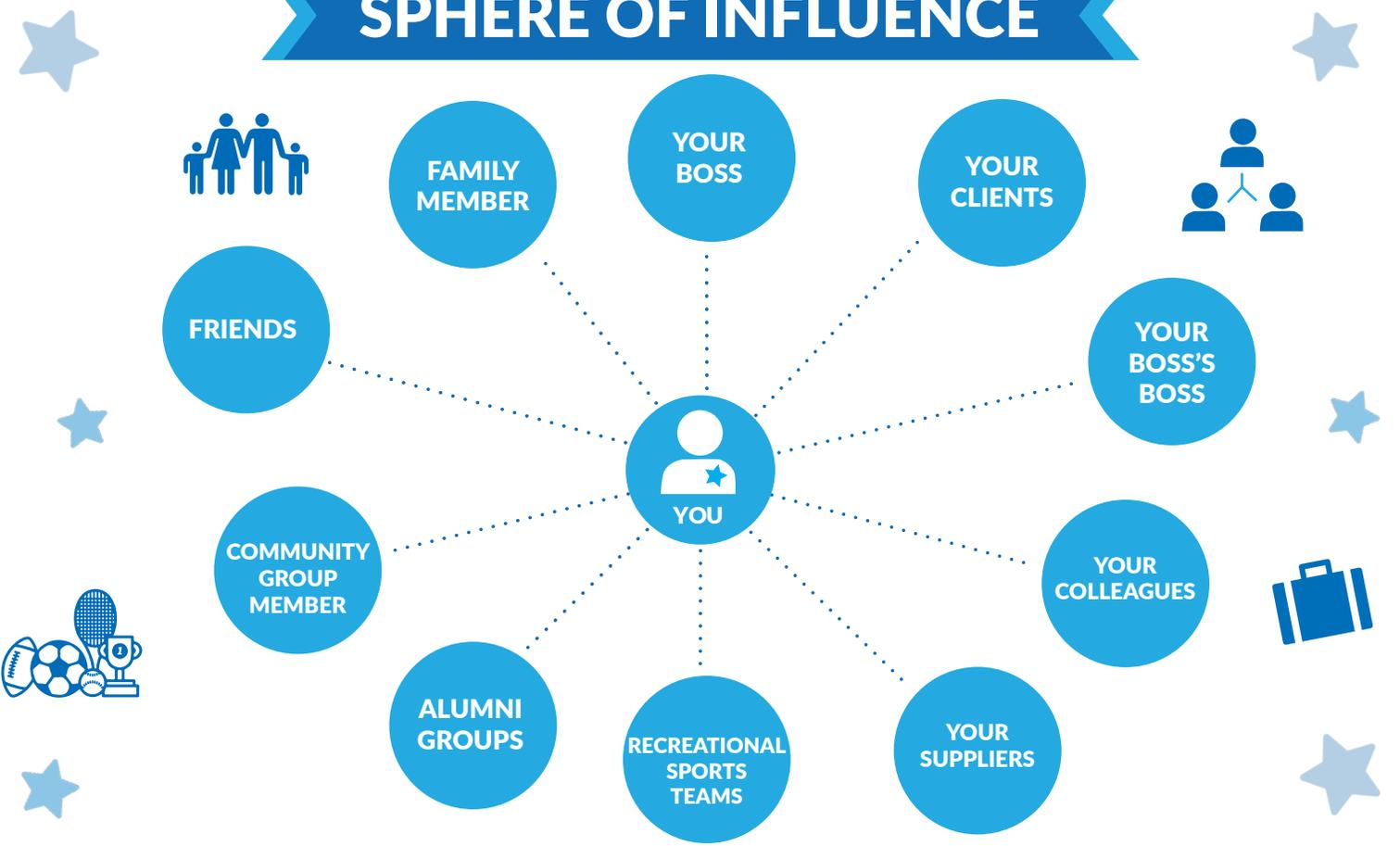


Use Online Tools

The online tools are designed to make fundraising simple for you and for your donors. In addition, it is the most effective way to raise money. Online gifts average more than \$50 per gift and participants who send emails generally find that they receive a higher positive response rate than those that ask for check or cash donations.



SPHERE OF INFLUENCE



FUNDRAISING IDEAS

There are a variety of ways that you can reach your fundraising goals.



MOVIE NIGHT

Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission.



BAKE SALE

Host a bake sale at work, school, after religious services, or during a community event, etc.



BROWN BAG LUNCH DAY

Ask your co-workers to bring in their lunch one day and donate the money they would have spent going out to lunch to your walk efforts!



VACATION DAY AWARD

Ask your employer to raffle off a free day off! Charge \$5 per ticket or more.



MATCHING GIFTS

Ask your company to match what you raise. Some companies have a matching gift policy – it's worth checking. If they don't, ask them anyway; even if they don't match what you raise, they still might be willing to make a donation!



GARAGE SALE

Put your cleaning to good use and host a garage sale! You could even ask friends, family and neighbors to donate their items as well to bolster your selection. Then be sure to advertise the sale within your community.



FUNRAISING PARTY

Host a cookout or a party that can be both fun and meaningful! Simply state on the invite that there is an attendance fee that will go towards your fundraising goal. If you would prefer your guests bring a check, remind them to make it out to Make-A-Wish Mid-Atlantic. (Don't forget to have the check mention *Trailblaze Challenge* in the memo).



SAY CHEESE!

Include a photo of your fundraising, hiking and inspirations in letters, emails and social media posts! Your donors would love to see you in action, and a photo can help them realize that you mean business.



5-10-25 CHALLENGE

Invite 5 people (friends, family, co-workers, etc.) to ask 10 people each for \$25. Or you could ask 10 people to ask 25 friends for a \$5 donation. Or 25 friends to ask 5 people for \$10 donations. Any way you get there, 5-10-25 adds up to \$1,250! That is the average cost of a wish in our region. Imagine the satisfaction of fully funding a wish.

SOCIAL FUNDRAISING

Facebook



Update your status once a week with information about why you are hiking and what they can do to support you!



Include the link to your *Trailblaze Challenge* Personal Fundraising Page to make donating simple!



Share milestones in your training as tie-ins to donation requests.

Twitter



Follow Make-A-Wish Mid-Atlantic on Twitter at @WishMidAtlantic



Tweet about your fundraising progress, let followers know you are seeking donations.



Always include the link to your *Trailblaze Challenge* Personal Fundraising Page in tweets.



Update your profile to include your *Trailblaze Challenge* Personal Fundraising Page link.

Did you know that fundraisers who connect their personal fundraising page to Facebook raise **40 percent more** than those who don't? Add Twitter, Instagram, YouTube, Google+ and more to the conversation and you can see the potential.

For information, e-mail Sarah Bates at sbates@midatlantic.wish.org.

Make-A-Wish Mid-Atlantic | 6555 Rock Spring Drive, Suite 280 | Bethesda, Maryland 20817