

Fundraising Tips

**Fundraising doesn't have to be scary, and you are doing it for a great cause!
Try these five easy tips and see how much you can raise.**

1

Get Started Now. The sooner you start fundraising, the easier it is. You'll be on your way to getting donations and no doubt will exceed your minimum goal. Seeing those donations come in will only motivate you more to continue fundraising right up to event day!

2

Update your Personal Fundraising Page. Be sure to edit your page. Personalize the text to explain why you care – share your story and personal reasons – it will make all the difference when asking for donations. Add photos or videos of you or your team. Create your own blog. This is a great way to post updates about how your training and fundraising is going. Then send the link to friends and family, and post it to your social media sites.

3

Use Social Media. You will be surprised at how many people respond if you just ASK! Write a brief message about your commitment to Cycle the WAVE. Make it a little different than what is on your Fundraising Page and post it to Facebook or Linked In, along with the link to your fundraising page. Feel free to also share the link to The WAVE Foundation's Discover Your Power program information. Edit your message and repost often as a reminder to everyone about what you are doing!

4

Follow Up. People are busy - post often and remind people to give.

5

Say Thank You. We are indebted to people like you who support us. Thank You! And we're also grateful to the people that support you. Make sure they know that, and thank everyone. Handwritten notes, emails, phone calls. A thank you goes a long way and is another opportunity to remind your contributors that they helped you to make a difference.

Here are some other tips and tricks to help you in your fundraising.

Personal communication

Email Signature. Insert a link to your fundraising page on your personal email signature with a one-line explanation about your participation in the 2018 WAVE Weekend. Encourage your contacts to visit your webpage and consider making a donation.

Leave a Voice Mail Message. Update your voice message so everyone who calls knows you're doing something really good, and that their support would be welcomed.

Snail Mail. Make personalized return address labels and include a tag line: "I'm going to Walk the WAVE on September 16, 2018. Will you sponsor me?" Consider making simple pre-addressed, stamped pledge cards to include in envelopes you mail. Make it easy to donate!

Write Letters. Sure, we said online fundraising is the most effective. And it is. But a personal letter request is a wonderful change of pace. Create a group night with friends, family, kids. Hand write letters to ask for donations and include the pledge card you made. It's a fun way to spend an evening. Have the group write letters to their friends, too!

Add Your URL Link. Include a link to your personal fundraising page in all electronic communications. Encourage recipients to click the link to learn more and to please consider making a donation.

Fundraising in the workplace

Company Policy. Not all businesses welcome fundraising or promoting personal causes at the workplace. Check to make sure you're not breaking a company policy. If fundraising is acceptable, you can become a WAVE Ambassador at work and increase your fundraising ability.

Matching Gifts. Do you work for a company that has an Employee Matching Gift Program? Some employers double (or even triple) original donation amounts. See if they will match pledges you receive from co-workers. Ask your donors if their company has a matching gift program and ask them to participate. Matching gifts are one of the easiest ways to increase fundraising totals.

Volunteer Grant Program. Some businesses offer grants to employees for volunteering their time to eligible non-profits. If your company does this, your volunteer time could translate to money in exchange for your work and more fundraising for you.

Corporate Sponsorship. Is your company interested in being a WAVE corporate sponsor? If they are, contact Outreach/Development Manager, Sherry Fadely at Sherry@thewavefoundation.org for more information.

Company Communications: Does your company distribute a newsletter or have an intranet calendar or other site? If so, it's a perfect way to get the word out and even get your company involved.

Your Spouse or Partner: Ask if her/his company has any of the above and get them on board to fundraise for you! Do the same with close friends and family who understand your passion for our mission and ask them to help raise money for you.

Throw a party

Office Parties. Whether you work at an office or at a construction site, everyone enjoys a party. And anything can be turned into a fundraiser!

- **Potluck** – Organize a breakfast or lunch. Have a group of co-workers bring a dish to share and ask for a minimum donation for anyone who eats.
- **Bake Sale** – Organize similar to the potluck or (*if you have a Costco card*) buy pastries & muffins and ask for a minimum donation per item. Whatever you do, make sure to let everyone know what their donation is going towards.
- **Bowling Night, Happy Hour, Game Night, Costume Party, Dinner Party** – Organize and host any or all and ask everyone attending for a suggested minimum donation. Make sure whatever you spend per head is substantially less than the donation you request. “If you build it they will come” is the motto well-remembered from the movie Field of Dreams. Truth is, any thought or energy you put in to fundraising parties will in all likelihood make your fundraising campaign successful! Have fun!

Fundraise with others

Group Activities. Whether it is with your WAVE Team members, friends or family or co-workers, think about ways to support each other and work together to bring awareness and funds to your cause by creating social gatherings to bring more people together.

Challenge. Do you regularly meet with a group of people for coffee? Or stop on your way to work for a breakfast treat every morning? Why not challenge yourself and your friends to give up whatever “it” is for a week or better yet, a month! Put that money towards your WAVE fundraising.

Summertime. Take advantage of all that summer offers and allocate all or part of the funds you earn or raise towards your fundraising goal. Host a garage sale, pool party, lemonade sale, picnic in a park, provide lawn mowing and simple yard work, painting or minor handyman services. Get your kids involved. Let everyone know what you’re doing and what their money will support. You might get some nice tips for doing good work and for supporting a good cause!

Thank you for your fundraising efforts!