



# FUNDRAISING TIPS

We know it can be awkward to ask people for money. But you'd be surprised by the generosity of your friends, relatives, and even total strangers! Even the smallest donations can add up to something big. Here are some ways to set practical goals, then meet and even exceed them.

## General Advice

- **Set a fundraising goal** and share it through social media, emails, and in conversation.
- **Lead by example.** The easiest donation will come from you; this will motivate others.
- Use a fundraising approach that **reflects your style**, whether it's a phone call or a handwritten letter.
- We give you a fundraising page. Use it! **Put your story on your page and link to it on social media.**
- **Get creative:** do you bake? Paint? Sing? Sell cookies, take art commissions, write custom songs!
- Find out whether your employer has a **matching gifts program**. If so, you can double your dollars.
- **Keep people updated** on how close you are to your goal.

### Raise \$70

- Ask 2 relatives for \$15 each.
- Leave a jar at your local cafe; raise \$10.
- Tell your Facebook friends; raise \$25.
- Sell 5 raffle tickets for \$1 each.

### Raise \$150

- Ask 4 relatives for \$25 each.
- Challenge friends to Venmo bingo: make \$25.
- Sell 6 raffle tickets for \$5.
- Sponsor yourself! Give \$20.

### Raise \$250 and Beyond

- Ask 4 team members to ask their Facebook friends and Twitter followers for \$25 each.
- Make a short YouTube or Instagram video with your story and ask viewers for \$5.
- Sell 2 packs of 25 raffle tickets for \$20 each.
- Host a movie night with snacks, and invite 5-10 friends. Ask each for a \$10 donation.
- Volunteer to make grocery runs for seniors in your community and ask each for a donation!

## Raffle Tickets!

Sell tickets for \$1 apiece (6 for \$5, or a pack of 25 for \$20) to raise BIG money for your team. Call us at 919-781-WALK, or pick yours up at 3108 Glen Royal Rd. New this year: you can sell raffle tickets virtually by sharing this link: <https://app.racereach.com/form/41343>. Each ticket is entered for a chance to WIN:

1. Domestic air travel for two from Delta Air Lines
2. \$1,000 gift card to Patio Pro
3. \$500 gift card to the Bailey's Fine Jewelry

