Fundraising Tips to help you Go for the Gold!

- **Set** an ambitious fundraising goal. Challenge yourself and aim high – $1,000 or more.
- **Create** a pledge page through MBCC’s First Giving website, allowing your supporters to safely donate online. You can add photos and a personal message, and track your fundraising progress.
- **Email** a fundraising appeal to family members, friends, and other contacts in your address book. Explain why you are participating and state your fundraising goal. If you’ve participated before, be sure to thank your donors for their past support and explain why you are participating again.
- **Mail** a copy of your fundraising appeal to those who do not use email. Consider including a self-addressed stamped envelope, making it easier to send back a donation.
- **Post** a fundraising message on Facebook and other social media platforms that you use.
- **Include** in all of your fundraising requests a link to your First Giving page for online donations.
- **Ask** one person a day to sponsor you, and don’t be shy about it! People like to help out and are usually supportive and very generous.
- **Request** a pledge of at least $20. Most people will be able to give that much or more. If they can’t, they’ll let you know. Every donation, large or small, counts.
- **Contact** local businesses that you frequent to request a donation. They may want to sponsor you! Or ask if you can leave a poster and a small donations jar at the cash register.
- **Coordinate** a bake sale, yard sale, car wash or other event in your neighborhood, at work or at school with the proceeds designated to benefit the MBCC.
- **Record** a message about the event on your voicemail or answering machine.
- **Display** your pledge sheet along with an event poster in a visible area at work, school, community center or house of worship. Your colleagues will see it and make a pledge.
- **Provide** photos of the event or describe it in words to help potential donors visualize what the event will be like.
- **Send** a reminder to your contacts one or two weeks before the event. It’s natural for donors to procrastinate, and they will appreciate the gentle nudge to contribute before the event.
- **Double** your pledges! Find out if your company has a matching gift program by contacting your Human Resources Department. Also mention this to your sponsors – their employers may also have a matching gift program to increase your pledges.
- **Encourage** someone you know who enjoys fitness activities to participate as a Designated Swimmer/Walker and help her/him raise money.
- **Establish** a friendly competition among friends, or between departments at school or work to see who can raise the most money. Offer a fun prize or an incentive for the winners.
- **Remember** to pledge yourself! And be sure to send out a follow-up email or letter after the event to let everyone know how it all went. People who forgot to contribute before the event may be inspired to donate after the event. MBCC welcomes donations at all times!

For additional fundraising assistance, or if you would like to share your ideas, call us at 800-649-6222.