



## :: Campaign Fundraising Tool Kit

### 1. Host at least 10 people for a hard hat tour!

- ✓ Invite 10 or more people to join you for a personal tour of the new Location. This allows them to see firsthand what their donation will be able to do and the impact it will make for the community.
- ✓ Plan to make an “ask” of the group at the conclusion of this tour.
- ✓ Have pledge forms ready for them to complete or take with them.
- ✓ Follow up after the event to thank them for coming, answer questions they may have on the campaign, and gauge their interest in supporting the campaign.
- ✓ Tours can be arranged with campaign leader/staff.

### 2. Host a house party!

- ✓ Invite people to join you for a house party. Perhaps it can be a group of ladies for summer tea, an evening cocktail with couples, wine and cheese night, or casual coffee and conversation.
- ✓ During this time, plan to discuss the campaign and invite attendees to participate with you and join in supporting the campaign. Plan to make an “ask” of the group during this event.
- ✓ Have pledge forms ready for them to complete or take with them.
- ✓ Follow up after the event to thank them for coming, answer questions they may have on the campaign, and gauge their interest in supporting the campaign.

### 3. Create a Facebook page or blog website to raise funds!

- ✓ Get your Facebook friends and online friends to join you in the campaign. You can create a free Facebook page or blog page devoted to raising money and support for the Location.
- ✓ Feature information about the Location, post picture, share patient stories or personal stories, share fun updates, and encourage reaching a certain fundraising goal!
- ✓ Share updates on how close you are getting to that personal goal with your online community. Encourage them to rally behind it, get their Facebook or online friends involved, and give! People want to make a difference!
- ✓ Be sure to have a way for people to donate, whether that be contacting you personally or linking directly to the organization’s website.

### 4. Host a BBQ, dinner, or a pancake breakfast!

- ✓ Summer is the perfect time to gather people together and enjoy good food. Host a BBQ, dinner, or a breakfast and invite people to join you and hear about the campaign.
- ✓ You can charge for them to attend. You can host personally or in conjunction with a church, civic club, or organization you are involved in who may want to help support!
- ✓ This is a great way to raise funds, make good connections with donors, and inform people about the campaign.
- ✓ Have pledge forms ready for them to complete or take with them.
- ✓ Follow up after the event to thank them for coming, answer questions they may have on the campaign, and gauge their interest in further support of the campaign.



## 5. Organize a Walk or 5K!

- ✓ Find a location that would serve as a great place to do a walk or 5k.
- ✓ Invite community members or members of a school/club/organization/church to join you!
- ✓ Have a walkers/runners sponsor them to benefit the location.
- ✓ Encourage donations from participants and attendees.
- ✓ Have information about the campaign readily available.

## 6. Utilize baked good sales, lemonade stands, concessions, and yard sales!

- ✓ Warm weather is the time of year for sports, civic events, and yard sales. Have part or all of the proceeds go towards the Location. Great way to get kids involved!
- ✓ Encourage donations in addition to products bought.
- ✓ Have information about the campaign readily available.

## 7. Partner with a local business and have a portion of sales go toward the Location!

- ✓ Do you have a relationship with the owner of a local business (restaurant, coffee shop, retailer)? Ask if they will partner with you and let a percentage of sales go towards the Location.
- ✓ Advertise and encourage people to come out and support this business over a set period of time. Let shoppers know what their purchase is going to be able to do.
- ✓ Encourage donations in addition to products bought.
- ✓ Have information about the campaign readily available.
- ✓ Thank the business for their support!

## 8. Hold a car wash to benefit the Location!

- ✓ Hold a car wash in your neighborhood or in the parking lot of a local business.
- ✓ Get volunteers to assist with washing cars for donations. Great way to get kids involved!
- ✓ Have signage about what donations will benefit visible to customers.
- ✓ Have information about the campaign readily available.

## 9. Host an art and wine night!

- ✓ Host a night of painting and wine with friends and couples.
- ✓ Paint together and serve refreshments.
- ✓ Plan to make an "ask" of the group during the event.
- ✓ Have pledge forms ready for them to complete or take with them.
- ✓ Follow up after the event to thank them for coming, answer questions they may have on the campaign, and gauge their interest in supporting the campaign.

## 10. Ask to share about the campaign at your church, school, or civic organization!

- ✓ If you are involved in a community organization that regularly meets, ask if you can have the opportunity to share about the campaign.
- ✓ Share from your heart about your involvement and the difference it will make in the community.'
- ✓ Plan to make an "ask" of the group during the event.
- ✓ Have pledge forms ready for them to complete or take with them.
- ✓ Follow up after the event with anyone who may have questions about the campaign or want to be involved.