



Fundraising Tips and Tricks:

Be specific! Let your donors know what your fundraising goal is and how much time you have to meet it. Suggest giving levels and provide a deadline.

Example:

Last weekend I hit a key milestone in my marathon training: I ran 20 miles! I only have two weeks left until I add four more miles to that when I run the LA Marathon for The Pablove Foundation, and I'm only 70% of the way towards my \$2000 fundraising goal. Will you donate \$1, \$2 or \$5 for each mile I ran last Saturday? Every little bit helps me fight childhood cancer with love!

Place a link to your fundraising page in your **email signature line**. It's an instant (and constant!) way to remind your friends and co-workers about your fundraising campaign and The Pablove Foundation's mission!

Example:

This October I'm fighting childhood cancer with love by riding from Milwaukee to New Orleans during [Pablove Across America](#)! Please help me support [The Pablove Foundation's](#) missions and programs by donating to my campaign: <http://myetap.com/paa2011/knfshl>

Make this the best birthday ever! In lieu of **birthday gifts** ask your friends and family to donate to The Pablove Foundation. Anniversaries, graduations and other special occasions are also perfect opportunities to support Pablove and get closer to your fundraising goal. Ask friends and family to donate \$28 for your 28th birthday, or \$5 for each year you've been married. Get creative!

Online fundraising is great, but when it comes down to it humans truly value **personal interaction**. Host a dinner for your friends to tell them about your campaign, hang a poster on the office fridge, or donate proceeds from your business. If you belong to a networking group, sports league, or book club ask if you can take five minutes at the next gathering to tell everyone about The Pablove Foundation. Don't hesitate to appeal to people in person!



This is a chance to **be creative!** *Everyone* has a great resource to fundraise. Do you know an individual or a business who will donate a valuable item to you? Auction or raffle it off and donate the proceeds to your cause. Are you crafty or possess a special skill? Bake cookies, knit or sew, or provide babysitting, dogwalking, or personal training sessions in exchange for donations. Own a business? Run a promotion that benefits The Pablove Foundation. Here are examples of creative ways our fundraisers have succeeded in the past:

- Raffled off a Fender guitar autographed by rock legend Slash for \$50/donation.
- Held a hot chocolate stand in their neighborhood that was a popular walking destination for holiday light displays.
- Auctioned off a personal collection of Valentino handbags.
- Hosted a dinner party for friends to collect donations.
- Created a "Pablove special" sandwich and donated 50% of the sales to The Pablove Foundation for an entire month (with the added bonus of raising awareness about childhood cancer and Pablove!)

Get a little **help from your friends**. We all have that one restaurant, watering hole, or favorite business where everybody knows our name. Ask the owners if they'll run a promotion on your behalf, donate to your cause, or display a donation box, posters, or flyers for your campaign. Business owners are often excited to do something for a good cause, and it usually brings a few new clients through the door!

Ask a different person **each day** to make a donation. If four people donate \$25, you've raised \$100 by Friday! Make a list of potential donors at the beginning of your campaign and check it off as you go.

Create **incentives!** For example, one group of fundraisers promised to get mohawk haircuts if they reached their fundraising goal. Bring the fun to the workplace and leverage a casual day or a catered lunch to reach your fundraising goal. Whether it's whimsical or serious, your friends and family will love to see the results of their generous donations come to life. Just remember to follow through and send lots of pictures when you reach your goal!

Double your money with **matching gift programs**. Talk to your manager or human resources department to find out if your employer matches donations.

Create business cards, postcards, or something you can **carry with you** to tell friends about your fundraising campaign. That way you can easily provide them with a link to your page or the address in order to send a check. When they get back to the office or home at the end of



the day they'll pull the card out of their pocket, wallet, or bag and be reminded to donate to your campaign!

Put it in perspective. A \$25 donation won't break the bank for a lot of people, but *less than for the cost of dinner and a movie* they can support The Pablove Foundation's efforts to fight childhood cancer. Appeal to people's sensibilities.

Here's an example:

TGIF! Going out tonight? Skip dessert and donate the rest to my fundraising effort for The Pablove Foundation! I'm 80% of the way towards my fundraising goal to help Pablove fight childhood cancer with love!

Spread the word at work! Ask if your supervisors will allow you to host a lunchtime meeting and do a presentation about The Pablove Foundation and your commitment to the cause. Set up a small display with your contact information on it in the breakroom or other prominent place.

Check the calendar! Certain times of the year are ideal donation opportunities. Tax refunds on are the brain in March and April – suggest a donation from this year's refund as a great way to increase next year's return. December is another fantastic time to promote donation opportunities before the financial year closes. Is there a special event like the Superbowl, Kentucky Derby, Oscars, or Grammy's coming up? Sell betting squares or create a pool with 50% of the money going into the pot and 50% of the money going towards your fundraising goal.

