

# FUNDRAISING 101

Peer-to-Peer Fundraising Tips from  
Team Camp Shriver

Prepared by Barbara Gildea  
Director of Development

Team Camp Shriver

Boston Marathon

TCS NYC Marathon

Berlin Marathon

...and more!



# GRATEFUL ACKNOWLEDGEMENT

Camp Shriver is excited to welcome you as a part of our team! First and foremost, thank you for your commitment to children with disabilities. We are here for you over the next few months as you raise funds to support Camp Shriver and train for the TCS NYC Marathon. This handbook is intended as a guide to your fundraising and fully acknowledges the many sources that went into the creation of this document, including the Leukemia & Lymphoma Society Team in Training materials and Bottomline Team Go Far Handbook.

## MISSION, VISION, & GOALS

Camp Shriver is a free, inclusive recreational program that serves an equal number of children with and without disabilities from low-income families so that all children can play and learn—as equals.

Camp Shriver's mission is to bring children with and without disabilities together to provide opportunities for social and motor development, while promoting positive peer relationships among campers.

Our goal is to empower you to become an advocate for Camp Shriver and help us to sustain our future by fundraising on behalf of our campers.

# START WITH YOUR NETWORK

Our fundraising tips start at the same place you should: **Always start with your network!** You know so many more people than you think you do...and you would be surprised how many people would like to give.

People like to give! Giving makes us feel happier and healthier. Don't take my word for it:

<http://my.happify.com/hd/science-of-giving-infographic/>

1

*"I have found that among its other benefits, giving liberates the soul of the giver." —Maya Angelou*

2

*"Alone we can do so little; together we can do so much." – Helen Keller*

**Who do you know?** Create a list and use it help plan who to ask and when to ask them. I suggest a simple spreadsheet with several key elements:

1. The names of every single person you know who you can send your letter or email to. Aim high! See if you can list 100 people. See the brainstorming list on the next page for some ideas.
2. Contact information including email, address and phone number.
3. Any personal notes that you can include in your letter. For example, "I hope you and Adam are doing well, it was great running into you at Sports Basement a few weeks ago." The more personalized your communication, the better your response rate.
4. How much each person has donated, if any.
5. When you sent each person a thank you card.
6. Each person's personal connection to the mission or to you.

# NETWORK BRAINSTORMING

*100 people may seem like a lot, but I wouldn't be surprised if you get to 1,000 people. To help you brainstorm your list, here are some suggestions. Remember: you never know who has a personal connection to a child with a disability!*

**Who is my...** Mom, dad, aunt, uncle, cousin, in-law, god son, accountant, appraiser, architect, attorney, auditor, babysitter, baker, bartender, beautician, bookkeeper, caterer, chiropractor, contractor, dentist, engineer, financial planner, interior decorator, notary, nurse, nutritionist, optometrist, painter, pharmacist, photographer, physical therapist, physician, piano teacher, psychologist, recruiter, reporter, security guard, veterinarian...

**I Know People At...** Day care, church, synagogue, temple, mosque, bowling alley, golf course, hardware store, college, health club, high school, hospital, hotel, kennel, library, museum, night club, pharmacy, post office, gallery, resort, restaurant, super market, volunteer group, yacht club, taqueria, deli, grocery store, bus stop...

**Who Sold Me My...** House, advertising, antiques, boat, paint, beer, bicycle, bed, books, bridal gown, burglar alarm, cabinets, cat, dog, fish, suit, dress, computer, cosmetics, dry cleaning, eye glasses, contact lenses, flowers, furniture, sports equipment, hot tub, house, condo, insurance, loan, investments, jewelry, manicure, medicine, mortgage, real estate, motorcycle, newspaper, picture framing, skin care, stereo, storage, television, tools, travel package, home improvement...

**Keep Going...** Facebook, LinkedIn, Twitter, blogs, wedding party, children's teachers, college friends, delivery person, fraternity, sorority, alumni association, mail carrier, military friends, former colleagues, people you grew up with, went to school with, play sports with, live near you...

# WRITE A PLAN

Once you have an extensive list of your network and all the possible people and businesses you can ask for support, take that list and write a plan. Name your goal and figure out how exactly you are going to get there.

## Individuals

**Parents: 2 x \$100 each = \$200**

**Siblings: 3 x \$100 each = \$300**

**Close Friends: 10 x \$50 = \$500**

**Facebook: 20 x \$20 = \$200**

**... and continue the with categories from your list.**

## Events

**Bar Event: \$1,000**

**Paint Night: \$500**

**Cornhole Tournament: \$500**

**Yard Sale: \$200**

**...and more!**

Having a concrete plan of people to ask and events to throw is the same as having a training schedule for running the marathon. Each is a reminder that every little run is a piece in the greater puzzle.

Every step gets you closer to goal!

# TIME TO ASK!

Asking can be difficult, but remember:

You are not asking a friend to give you money..

You are providing an opportunity so that someone can support the amazing work you do!

You are giving someone the chance to support the inclusion of children with disabilities!

You are making a difference by showing someone how they can make a difference!

# MAKE AN INDIVIDUALIZED ASK

**For the greatest effect, make each ask as individualized as possible.**

*Vary your approaches!  
Start with a text, then  
an email and then a  
facebook message.*

For the highest levels of success, make each ask as individualized as possible. Take your networking list and your fundraising plan and consider a variety of ways to reach out.

Remember: people genuinely WANT to give, but are truly forgetful! A series of gentle asks are persistent reminders for the well-intentioned.

**In-Person Asks:** For your top ten prospects, make the ask in person. These are the folks you are communicating with day to day.

**Direct Text, Messaging and Emails:** Take your next 20 or so prospects and take the time to ask each individual personally to support you! Make the ask however you would normally communicate: text, facebook messenger, email, etc.

**Announcement:** Make your goal public! Put yourself out there (facebook, email signature) and make sure everyone knows how to support you.

**Hand-Written Notes:** Chose three people each day and write a personalized note asking for their support. They will be impressed with your commitment!

**Mailing a Letter:** Write a letter, mail merge your excel list and you have another personal way to connect with your network that will leave them smiling. Handwrite a short message on each: "Remember that time in Vegas? I helped you run then, help me run now!"

**The Update:** Keep friends and family updated on your training and fundraising success (monthly, weekly - whatever makes sense). This is the exception to the rule - don't ask for support here! By keeping in touch regularly, you will naturally be encouraging your network to give!

# ASKING DURING A SOCIAL EVENT

## With permission from the host, any event can become a fundraiser!

There are many opportunities to turn every day events into fundraisers – you do not have to reinvent the wheel or host elaborate galas. Whenever people are getting together, they can be an opportunity to fundraise!

Are your friends getting together for a night out? Raffle off a gift card to a favorite store!

Is your office competitive? Host a trivia lunch at work – each trivia team makes a donation to play.

Is there a family gathering in your future? Create a gift basket and raffle it off!

Do your family/friends like sports? Run a March Madness bracket, hold a football pool or have a Stanley Cup watch party!

Is spin class your thing? Host a spin class fundraiser!



*of the population gives to at least one cause, fundraiser or crowdfunding campaign!*

*<https://nonprofitssource.com/online-giving-statistics/>*

*“We make a living by what we get, but we make a life by what we give.” Winston Churchill.*

# EVENTS WORK. HERE'S WHY!

**Holding a good event takes work, but events can be a solid fundraising boost.**

*Events take time, but can be very successful with careful planning and enthusiasm.*

Events are an excellent way to boost your fundraising total. They work because events 1) are a firm deadline for those folks who want to help, but forget to give, 2) are a great way for family and friends to continue supporting your fundraising efforts, and 3) create excitement, through either a new event or building a fundraising component into something you are already doing.

**People Need Deadlines.** People like to give. They want to support you and giving to a cause is proven to improve the health and wellbeing of people who give. But people are also forgetful. They need deadlines, targets and reminders. Focusing your fundraising around an event, even an event that they cannot attend, will give your network a boost to give.

**Family and Friends Can Help.** This group of close friends not only wants to write you a check, they actively want to know how else they can help. An event is a great opportunity to ask more of these folks. They can be challenged to bring 5 friends, supply the decorations, work the door, arrange the silent auction or donate wine baskets and gift cards for a drawing. Use your friends and family wisely: they are your best resource!

**Create excitement.** Fundraising events can be new and exciting or they can add an existing element to an already great occasion. You can host a Night Out event, booking a room at the bar. Your friends donate at the door and buy opportunity drawing tickets. Bowling Nights are always a favorite where friends and family come together for a game and a portion of their lane fees go toward your fundraising (opportunity drawings, here, too!); Football pools, car shows, restaurant nights, comedy nights., yard sales...the possibilities are endless!

# IDEAS FOR YOUR EVENT

*The possibilities are endless! The best event is something you want to do and know your family and friends will join you!*

## Engage Your Local Community.

There are countless opportunities to raise money within a few miles of your home - the coffee shop, the gym, the laundromat, the supermarket, the dry cleaner, the bar, the restaurant, the insurance agency, the hair salon, the bike shop. You patronize these businesses - ask them to help you out with your fundraising effort. Ask for a donation, an item for your event, or a portion of their proceeds on a given day. A crafty friend can donate jewelry or a piece of art for a drawing. Movie theaters, local theater companies, aquariums, and zoos can donate tickets.

**Get Social. Throw a...** Night Out at a local bar. Exercise Class. Wine Tasting. Bowling Night. Game Night. Poker Night. Film Screening. SuperBowl/ Oscars/July 4th Party. Karaoke night. Housewarming party. Bake Off. Casino Night. Pub Crawl. Trivia Night. Ice Cream Social. Eating Contest. BBQ Throwdown. Movie Night. Dinner Party. Fashion Show. Afternoon Tea. Paint and Sip.

**Bring It To The Office.** Host a lunch at work and show the Camp Shriver video and/or place Camp Shriver in your company newsletter, letting people at work know what you're doing, and enlist their help. Your company may be happy to donate to your fundraising goal and/or have a matching gift program. Some possibilities: 1) Dress Down Day. For the privilege of dressing down, employees pledge \$20 toward your fundraising. Set up a small display -- hang your team T-shirt or a poster in a prominent place. 2) Office Fundraising Challenge. Get people to challenge each other to raise the highest amount. Give the winner a prize - movie passes, dinner gift certificate, etc. 3) Extra Change Box. Put a box or jar on your desk and your co-workers can drop their spare change in. 4) Raffle a Day Off. Ask your company if they would be willing to donate a paid day off to the winner of a raffle. Sell tickets for \$5-\$10 each to all employees. A Team in Training participant raised \$900 in her company with this great idea.

# EVENT TIMELINE

## Plan and execute fun, fantastic events!

### 4-8 Weeks Out

- Decide if you are fundraising alone or with a group
- If a group, divide duties and determine how earnings split
- Book venue, ideally a free location (on an off night) in exchange for the revenue you will generate in drinks and food.
- Ask venue for donation of appetizers and gift card for your drawing
- Decide how you will raise funds – donation at door? Opportunity drawing? Silent auction?
- Start soliciting and collecting donated prizes
- Create and send invitation (Evite, facebook event etc)
- Ask friends/family for support – as DJs and MCs, soliciting items for opportunity drawings/silent auctions, bringing individuals from their networks to your event.

### 2-4 Weeks Out

- Confirm food and drink numbers with venue
- Pick up donated products.
- Prepare decorations
- Prepare for different ways to gather donations (cash/credit/online)
- Create and make copies of bid forms, signs (“Make Checks Out to Camp Shriver” or “Suggested Donation \$20”) etc.
- Friends/Volunteers – give assignments
- Send invitation event reminder and update your social networking website
- Contact Camp Shriver for posters & information to distribute at the event

*“The most effective way to do it, is to do it.”  
– Amelia Earhart*

# SUPPORT LOCAL BUSINESSES

## Take care of your community and support small businesses while fundraising!

Fundraising is a way of giving back... and even while you raise funds for Camp Shriver, you can give back to your community!

Local businesses look for ways to support their local community.

Ask your friends and family to support a local business AND support you in your fundraising with an opportunity drawing.

Make sure your friends and family know that you are supporting your local small business community – they are helping you AND helping the community at the same time.

1

Purchase a gift card from a restaurant or other small business in your community. \$20 or more suggested, but any amount works.

2

Hold an opportunity drawing. During a specified week, anyone who makes a donation of \$5 or more receives a chance to win the gift card.

3

Repeat as often as you believe your network will support you: every other week or maybe even weekly.

**Invite your friends and family to donate gift cards as well. This is key. Find those individuals who want to support their local community and also help you... close friends and family who want to do more.**