

# FUNDRAISING TIPS

- \$ Be Optimistic:** A positive attitude helps you achieve fundraising goals.
  
- \$ Be Committed:** Make the first pledge yourself. When friends, colleagues and family members see your contribution, they will be more willing to support you.
  
- \$ Ask Everyone:** Ask family and friends first. Branching out from there is simple; ask clients, co-workers and club members, among others.
  
- \$ Ask for a Specific Amount:** Set a goal. Tell everyone the amount of your average pledge and ask people to donate more. Ask for donations on payday.
  
- \$ Get Matching Gifts:** Contact your HR department to learn if your company has a corporate matching gift program. If so, complete a form to return with your pledges. This is an easy way to increase your fundraising. Encourage donors to ask their companies for matching gifts. If a company does not have a matching gifts program, it will often support your efforts with a pledge.
  
- \$ Make a List of Places Where You Spend Money:** Ask your doctor, dry cleaner and dentist. Donations are tax-deductible. Ask anyone who has also asked you to buy candy bars and cookies over the years.
  
- \$ Send Letters:** Send an announcement to friends, business associates, company and church newsletters, and college newspapers. Don't forget holiday card lists and your e-mail address book.
  
- \$ Are You a Member of a Civic Organization? Get on the meeting agenda. Ask the group to sponsor you, form a team or volunteer.**