

A CURE IS COMING: Fundraising Guide

THE BASICS

Start your fundraising early!

In fact, start your fundraising today. The sooner you begin, the easier it will be and the more you'll raise!

People will want to be a part of your efforts

Talk to people; tell them what you're doing. People will want to be a part of your effort and they will want to support you! Give them the opportunity. Let them be a part of the experience. If you're friends can't donate, ask them to join your team instead!

Ask, ask & ask

If you don't ask for a donation you won't get a donation. Ask everyone you know; ask everyone you don't know. The more people you ask, the more times you ask, the more money you will raise.

Have a plan

The hardest part of fundraising is getting started. Devising a fundraising plan will make this much easier and will also help you set achievable and measurable goals.

Your reason for running or walking

Many people participate in this ride for many different reasons. Take a moment to think about why you've decided to run or walk. Write it down... remember it. Share this reason with other people, let them feel a connection.

Send thank you notes

They are a great way to show your appreciation and make it easier to secure repeat donors.

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SOME FUNDRAISING IDEAS:

Send out a Fundraising Letter: a good campaign letter is an easy and effective way to fundraise!

- Send a letter to all friends and family
- Email your letter to coworkers, your church, your temple, your book group, etc.
- Be personal in your letter. Tell people what you are doing and why you are doing it.
- Include the link to your online fundraising page

Host a Fundraising Party: Be creative and have fun!

- Host a bar party/ back yard BBQ/ tournament
- You can charge an entrance fee or just have a donation box or both!
- Consider including games, raffles or an auction at your party
- Pass out your fundraising letter!
- Try to get food, drinks and/or raffle items donated

Use Social Networking: A quick, easy, no-cost method to fundraise!

- Post the link to your fundraising page to Facebook and Twitter
- Encourage your friends to re-post and re-tweet your fundraising page
- 'Like' the Cure is Coming Facebook page. You can use the CIC network to promote your fundraiser and get ideas from others.