

# FUNDRAISING TIPS

## Timing is Everything

Special circumstances can provide an ideal opportunity to grab a donation. For example:

- January to April is a great way to use tax refunds to help others
- Use World AIDS Day (December 1) to have people make donations in someone's name as Christmas/Hanukah/Kwanzaa gifts.
- Birthday coming up? Ask for donations in lieu of presents.
- Throw a Super Bowl party, selling betting squares with 50% of the money going into the pot and 50% towards your fundraising goal. Who knows -- maybe the person who wins the pot will graciously choose to donate those winnings towards the goal as well!
- Do the same with Golden Globes and Oscar parties -- put together a sheet of all the nominees for all categories and get everyone to select who they think will win. You can do this as a party, or even as an office pool.
- Most donations happen between December 25 and December 31. The perfect time to send out a request letter to friends is on December 22.

## Go Paperless

The Internet and e-mail have significantly affected the fundraising world. Use them to your advantage:

- Let people know that they can make donations on your behalf at [www.AFCAids.org](http://www.AFCAids.org). Be sure they include your name on the comments section so we can credit your account!
- Add a short message about donating to your e-mail signature.
- Create a fundraising page on Facebook at [www.facebook.com/AFCAids](http://www.facebook.com/AFCAids)
- Clean out your house or apartment and sell items through [www.ebay.com](http://www.ebay.com). Choose AFCA as the beneficiary (we are a registered non-profit through their giving program) and donate 10-100% of your sale to help our kids. eBay will give you a [credit on basic selling fees](#) for sold items

## Get Crafty

Use your creativity, whatever it may be. Everyone has the ability to do something well; sell your product or skill to benefit your fundraising campaign. A few ideas: cookies, lapel pins, knit caps, poems, chili, short stories, tax preparation abilities, photographs, babysitting time, car washing, drawings, language tutoring, personal training, t-shirts, designated driving, dog-walking, errand-running, gardening.

## Work the Neighborhood

There are countless opportunities to raise money within a few miles of your home. Think about it: the coffee shop, gym, workplace, laundromat, car wash, supermarket, newsstand, dry cleaners, video store, dentist's office, bar, deli, parking lot, bike shop, and the pizza place. You patronize these businesses all of the time -- ask them to help you out with your fundraising effort. How?

- Just ask for the donation.
- Put a poster in the window, explaining what you are doing and how to help.
- Display a donation box and/or letters & donation forms on the counter.
- Ask the business to donate a portion of their proceeds on a given day.

## **There's No Limit...**

**Big Corporate Sponsorship** - Identify one or more several large companies you know well. Tell AFCA who your personal contacts (dad's friends) are within a company and together, we'll contact them on your behalf. They may be willing to donate towards your cause – AFCA.

**Civic Groups** – Do you or your friends or family have connections within the Rotary Club, Lion's Club, Kiwanis, etc? Ask them to allow you to speak at one of their meetings about your efforts to fundraise for AFCA. They might write a check in support!

**Garage Sale** - Time to get rid of all of those miscellaneous items in the garage and attic. Ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money raised toward your fundraising minimum!

**Bake Sale** - Become Julia Child (and ask your friends to do the same) and host a bake sale. You can even have it in conjunction with your garage sale. It is a fact that people will buy more stuff on an empty stomach!

**Extra "Change In My Pocket" Box** - Create these little boxes for your friends and family and have them place it on their dresser. At the end of the day they can drop that spare change in the box. Before the pledge deadline, you can gather the boxes and count the dough!

**Voice Mail Message** - This will alert everyone who calls you at home that you are up to something special! Let them know that you need their support!

**Return Address Labels** - Print return address labels for your outgoing mail. Print something like, "I am raising money for children with AIDS. Will you help me?" You may want to include a pledge form and a self-addressed envelope to make it really easy for them.

**Internet Chat Rooms** - Post a message on an Internet chat room. You'd be amazed by how many people will be willing to help you. Send them a link to our webpage and/or your [Crowdrise.com/afcaids](http://Crowdrise.com/afcaids) page.

**Blogs** – Include a link to our website or your [Crowdrise.com/afcaids](http://Crowdrise.com/afcaids) page in your blog and send to all your friends. Facebook and similar sites would be appropriate for this type of this, too.

**Ask your local bartender to donate a portion of one day's tips** - Ask a local bartender to donate tips from one night. You can create a sign for the bartender to place on the bar stating that "All tips collected tonight will go directly to raise money for children living with HIV/AIDS." If the patrons see that sign they may be willing to dig a little deeper in their pocket!

**Fundraising dinner at your local favorite restaurant** - Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the pledge forms!

**Theme Party/Dinner** - Hold a theme party for 10 (or more) of your friends. Donation: \$50.00 per person. Spend no more than \$20.00 per person on the food and you'll have \$300.00 (or more) in donations by the end of the night.

**Movie ticket donation** - Ask your local movie house to donate several movie tickets. Sell them and put the money towards your fundraising goal.

**Local theater to donate tickets to a performance** - Ask a local theater to donate a couple tickets to one of their plays or musicals and we can auction them off during the fall or spring auctions.

**Creative Friends** - Find a local artist or a creative friend to donate art or jewelry to be auctioned during our Fall or Spring auctions.

**Travel Agency** - Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. Raffle it off to friends or through social media.

**Radio Station** - Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Donations can be sent directly to the AFCA office – just ask them to make sure to put your name on the memo line.

**Gym** - Ask your gym to place a Pledge Jar at the front desk! Leave a stack of pledge forms at the counter, too.

**Karaoke Night** - Who cares if you can't carry a tune. Spend a Friday night at a Karaoke Bar and sing your guts out! Have the announcer tell the crowd that you're singing for pledges!

**Talented Friends** - Is there a little piano bar in your neighborhood? Do you have a talented piano-playing friend? Ask the owner to let you host a cocktail/piano fundraiser. Charge anyone who attends and let them know that it's a benefit for AFCA.

**ebay store:** Take your unused items (in good condition) to an eBay store. Tell them you want proceeds to go to American Foundation for Children (that is how we are registered). They will pack, ship, and advertise and proceeds will come to AFCA

**Pet Television show finale Party** - Remember when Chandler married Monica? Remember when Jerry, George, Elaine and Kramer ended up in jail? How about when Niles and Daphne sped off in an RV on the "Frasier" finale? Gather a big group and friends and watch a series finale. Charge them at the door of course, and put the \$\$ toward your fundraising.

**Bowling Nights** - Plan a fun night of bowling at the local alley. Ask the owner to waive the fees and you can collect that money and apply it to our work.

**Used book sale** - Old books sitting in the attic collecting dust? Ask your friends, family and neighbors to donate whatever they've have and host a book sale in your front yard. Wear your AFCA t-shirt and put up some signs so people will know where the money is going.

**Curse Jar** - Place a Curse Jar in your office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.

**Red Ribbon Distribution** - Create small red ribbons to bring awareness to our fight against HIV/AIDS. Sell them to your friends, family members, etc.

**Inspirational Book Marks** - Create them and sell them to your friends and family.

**Do you have a favorite magazine?** - Call the editor and ask them to be your sponsor. If you have subscribed to a particular magazine for a long time they may be willing to give something back to you.

**Alumni Organizations** - Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.