



Tips and Ideas for Successful Fundraising

Fundraising doesn't have to be daunting. Follow these simple steps to launch a successful campaign.

- 1. Set a goal.** Let people know how much you want to raise and keep them posted on your progress.
- 2. Use your online fundraising page.** Once you've registered for a Get Your Rear in Gear event, a customizable fundraising page is set up in your name. A link to the page is emailed to you after the registration process is complete. Add photos and a personal message so that visitors to your page will understand why this cause is important to you.
- 3. Advertise the page.** Send emails to friends asking them to visit your site, post a message on CaringBridge, Facebook or Twitter, hang flyers in public spaces at church, work, or school to let people know about the good work you are doing to improve awareness and raise funds to fight colon cancer.
- 4. Customize a fundraising letter.** Use the attached letter to gather support and raise funds. Customize the letter with a card or flyer which includes personal information about why this issue is important to you.
- 5. Offer options.** If you have family or friends who are not comfortable using an online donation site, offer the alternative of "offline" donations by using the attached pledge forms.
- 6. Get creative.** If people are interested in the cause but unable to donate funds, encourage them to participate in the race, join your team, volunteer, or provide sponsorship in the form of services or products for the event.
- 7. Approach business owners.** Local and national businesses are always looking for ways to promote themselves in the community. Businesses, including your own workplace, may be willing to match funds or help you to promote the cause by hanging flyers, distributing an office-wide email, or promoting a *Donation Day*.