



My Fundraising Plan

Name: _____

Why I'm Raising Money

- _____
- _____
- _____

Where the Money Goes

The National SOS Walk 2008 helps local and national service organizations provide case management, education, prevention and counseling programs to those affected by Sickle Cell Disease.

Fundraising Plan **My Fundraising Goal: \$** _____

Fundraiser	Amount	Date
<i>Create a page on FirstGiving!</i>		
Send Thank You Notes!		

Don't forget that our staff can help you with your fundraising activities. We can also help you think of fun, exciting, and effective ways to raise money. *Need help?* Call 301-292-3682 or email fundraising@soswalk.org.



Fundraising Ideas

Ten Easy Steps to \$1,000

1. Sponsor yourself for \$50
2. Ask 2 family members to sponsor you for \$50
3. Ask 10 friends to contribute \$20
4. Ask 5 co-workers to contribute \$20
5. Ask 5 neighbors to contribute \$20
6. Ask 5 people from your place of worship for \$10
7. Ask 5 people you socialize with (yoga, Pilates, gym) for \$10
8. Ask your boss for a company donation of \$50
9. Ask 5 businesses that your company works with to contribute \$40
10. Ask 4 businesses that you frequent to donate \$25

Create an Online Team Fundraising Page via FirstGiving

1. Go to www.firstgiving.com to create a free fundraising page
2. Click on "Get Started" and follow the online instructions—it's fast, easy and very effective! If you have problems, call 301-292-3682
3. Encourage all your team members to create their own personal pages under your Team Name.
4. Send each of your team members an email reminding them to send out their personal web page link to friends and family the week of SOS Walk 2008
5. Don't forget to send your own email with the link to your personal page the week of SOS Walk 2008

A Jeans Day at the Office

1. Identify and organize floor collection points
2. Require a minimum donation (\$5)
3. Promote within your company using your intranet network, message board and email
4. Give everyone who donates a Sickle Cell ribbon to wear that day
5. Team members wear jeans for free
6. Have a corporate SOS Walk 2008 T-shirt made (Download logo from www.soswalk.org)
7. Consider providing catered lunch, popcorn, or cupcakes

"Changing Lives—It Makes Cent\$ Fighting Aids"

1. Enlist individuals within each department to help collect donations. Try this: go around and "hold up" each office and cube asking only for the change in that person's desk.
2. Create competition between departments with prizes. Try this: every dollar and check amount adds to that department's total, coins subtract from that total.
3. Advance promotion throughout office, via posters, flyers, emails, internet
4. Have people pay every time cell phone goes off during meeting
5. Have people pay every time they are late for a meeting
6. Have people pay to use the elevator

Other Great Ideas

1. Pre-Walk Parties: internal company parties, block parties in your neighborhood, private parties at your home, cupcake and wine party, attend SOS Walk 2008 special events
2. Pet-related events: Doggie Wash, Doggie Photo's, The Pampered Pooch, Doggie Carnivals, Pet Sponsors, Mobile Pet Grooming, "Pet Happy Hour"(Salty Dogs & Greyhounds), Pet Parade, SOS Walk 2008 Pet shirts, Pet Costumes
3. Ask people to donate to webpage instead of birthday gifts
4. Tri-Cycle Races
5. Raffles: company wide or social organizations
6. Auction: auction items at work such as a choice parking spot for a month; goodies with the company's logo; or a day off!