



Fundraising Favorites and Tips

Below are some of our favorite fundraising ideas and tips we have heard from fellow walkers. As you can see, our walkers are creative and show a lot of spirit when it comes to raising money for this important mission – creating a world free of MS.

THE BASICS:

Have Enthusiasm!!! Excitement is highly contagious and it is important for your team members to feel how enthusiastic you are about fundraising.

Make the First Pledge Yourself: When your team members (and potential donors) see your name and a contribution, they will see how serious you are.

Share with the group: Share your personal fundraising methods with your team members. By sharing your mail and email campaigns and including team members in your personal fundraising events, team members will become more comfortable with fundraising for themselves.

Set Goals: Set a team fundraising goal and regularly announce the team's progress through email, on the team webpage, and in company email or newsletters.

Ask Your Company/Organization: They may provide some type of financial help; i.e., pay for team member t-shirts, make a financial contribution to the team; host a fundraising day, etc. Don't forget that their contribution is tax deductible.

Ask For Help: Identify a team member to serve as co-captain, or a group of members to serve as a team committee. Ask for help in putting together one or more team fundraising events. Delegate responsibilities!

GOING THE EXTRA MILE:

Do Something Unusual! Offer to shave your head, sing karaoke, or wear a strange costume all day if your team reaches or exceeds its fundraising goal. To motivate company team members further, ask the company president or executives to do the same.

Pin-Up Sales: If you work somewhere with lots of foot traffic, ask about Walk MS pin-up sales — an easy way to quickly raise money for your team.



Recognize Top Performing Members: Provide a free meal with company executives, or a reserved parking spot for a month. Be sure to include the name of those team members that are close to reaching the “Top Fundraiser” status in regular emails to your team as encouragement to reach the next level.

Personal Participant Center Page: Customize your participant center and send emails from it to friends and family inviting them to visit your personal team page and ask them to pledge.

Birthday Gift Pledge: It will be a lot easier for your friends and family to write you a birthday check instead of spending hours trying to shop for you! And then you can donate the amount to your pledge total.

Garage Sale: Do you really need all that extra stuff taking up space in your garage, attic and/or basement? Gather it up and ask your friends to do the same. Then pick a Saturday or Sunday, put the stuff in the front yard and sell! All your money raised can go toward your fundraising goal.

Office Fundraising Challenge: Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the winner a prize such as movie passes or a gift certificate to lunch or dinner.

Your favorite waiter: Ask your local wait staff or bartenders to donate a portion of one day’s tips to your cause. You can create a sign for the bartender to place on the bar stating “All tips collected tonight will go directly to the National MS Society and Team _____ who is walking to raise money for those people living with multiple sclerosis.” If patrons see the sign, they may be willing to dig a little deeper into their pockets!

Your favorite restaurant: 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!

Happy Hour Party: Invite all your friends (and their friends) and get them to sign your past Walk MS T-shirt. Charge \$10 per signature. You will even end up with a great shirt to wear on event day.

Theme Party/Dinner: Hold a theme party for 10 or more of your friends. Have each guest donate \$50, spend no more than \$20 per person on food and you'll have \$300 or more in pledges by the end of the night.

Corporate Matching Gift: Ask your company to match the amount of pledges you receive from your fellow coworkers. OR ask a friend to see if they can investigate getting their company to match pledges.

Game Night: Get out those board games and start playing! Break into teams and let the fun begin.

Host a House Party: This is a sure-fire way to raise money. Collect donations and entertain at the same time. Create a theme (like a costume party) and have fun!



Corporate Sponsorship: Identify one of several major companies in your area and contact them directly. They may be willing to sponsor your team. in exchange for some free publicity. Include sponsor logos on your team jerseys and in a sponsor highlights section of your team emails and webpage.

Delegate: Give 10 of your friends 10 pledge forms each and ask them to help raise money for you.

Bake Sale: Become Julia Child or Mrs. Fields and host a bake sale with you and your friends. You can even have it in conjunction with your garage sale.

Sign your Correspondence: Add a short sentence at the bottom of your email signature (if applicable) letting people know you are walking in the 2011 Walk MS event and ask for a pledge. Include an email link to your Walk MS personal or team page.

For more information please call Mary Carabella at 502-526-5303 or email mary.carabella@nmss.org.