

How to Raise Money!

1. **Create a plan and a back-up plan:** Strategize. Be Creative.
2. **Start early:** Do not procrastinate.
3. **Educate your donors.**
 - About the Cystic Fibrosis Foundation
 - About cystic fibrosis (CF)
 - About your personal goal and why you are
4. **Make potential donors aware of the benefits of contributing.**
 - A chance to contribute to help find a cure
 - Make a difference
 - A tax deductible donation
5. **Follow through:** Send reminders to potential donors and continue to send reminders.
6. **Recruit volunteers:** They will help you raise funds.
 - Friends, family members, co-workers and significant others can be a great help in soliciting donations and spreading the word about events you plan to host.
7. **Give back to donors.**
 - Wear their logo, bake them cookies, throw a victory party in their honor, and send a personalized thank you letter with a picture of you finishing the climb.
8. **Ask BIG before going small:** Think corporate and big money
 - Suggest higher levels of giving. Most people won't do it, but there will be one or two who will give because you asked. Most people don't give because they haven't been asked.
9. **Stay positive. Keep a good attitude. Remember the reason.**
 - Fundraising comes with a lot of "No's." Forget those and keep going for the "Yes's." Plan for this so it doesn't take you by surprise.
10. **Just ASK, ASK, ASK!!** You are asking as an advocate for those in need!

So You Want to Host a Fundraising Event

Things you need to know

1. Cost

A. Considerations

1. What is the cost to rent the space?
2. Is there a deposit fee? What are the guidelines for getting it back? When do you get it back?
3. Is the cost of the space going to balance out the funds raised?

B. Tips

1. Look for donated space before renting space. Good places to check are churches, community centers, firehouses, schools, party rooms, office building atrium areas or reception rooms. Check with local bars and restaurants that are looking to bring in business. You can make considerable profits with a "guest bartending night" or a theme dinner party. Many establishments will be eager to work with you, especially during a time of the week or season when business is slow.
2. Consider your friends and family and how they could help with an event.
3. Be extremely careful when using hotel or other space you must pay for, there are often hidden costs.

2. Set-up and Clean-up

A. Considerations

1. What is the procedure for set-up and clean up? Will staff help? Can your friends help?
2. Do you need to bring supplies like trash bags, trash cans, ice buckets, mops, dust clothes? Is the facility equipped with tables, chairs, a podium, a microphone, speakers and the like? Will you be required to pay for the rental of these items?
3. Do you need to leave the room as you found it?

B. Tips

1. Most facilities, donated or rented, will have staff available to assist you. However, oftentimes you will need additional help for setting up/cleaning up and perhaps even coordinating the event.
2. Be certain to leave the facility in the condition that you found it, if not in better condition. This way you will be certain to get your security deposit back and will be able to use the facility in the future.

3. Food and Beverage

A. Considerations

1. Are you required to use the on-site caterer? Can you bring donated food and beverage?
2. Can alcohol be served as one pleases or is a permit required to serve it?

B. Tips

1. Try to choose a location where you may serve donated food and beverage items. Have everyone bring something or solicit donations from catering companies and restaurants - this will reduce your overhead dramatically. We can provide you with in kind donation letters and forms.
2. Hotels will normally not let you bring in donated food or beverage, as this is where they make their money. If you must purchase refreshments through the facility, bargain for a reduced cost. If the facility plans to charge a flat rate per person buffet or hors d'oeuvres, find out what the price includes - refills on food and/or drink? Servers? Ice?
3. Remember, to serve food if you are serving alcohol. Drink and serve alcohol responsibly.

4. Entertainment

A. Considerations

1. Is the facility equipped with a microphone, podium, TV, VCR, CD player, radio, loud speakers and stage? Is there a fee involved for use of AV equipment? How much will it cost? Is there lighting?

B. Tips

1. If you plan to have a band or DJ, determine their equipment and space needs as well as their usual set-up time. Will a local band or DJ donate their time and equipment? Again, aim to get AV services donated or discounted.

5. General

A. Considerations

1. Where are you going to make your money? Is there going to be a fee or are you going to ask for contributions, or both? What money will you have to put upfront? How many people are you going to invite? Are you going to hold an auction or a raffle? Realistically, how many do you think will attend? What time can you start setting-up and what time must you vacate the premises?

B. Tips

1. Plan a budget and itemize each cost. Try to be as accurate as possible. Make sure the money you charge is reasonable. To increase profit, plan an auction or raffle. Allow people to purchase raffle tickets prior to the event and make ticket sales available to those attending and not attending the event.
2. If you must guarantee a number with the facility try to hold off until a few days before the event. Write down all the people you plan to invite to the event - do not just make a mental list - so you will be certain not to forget anyone.
3. When reserving the space, give yourself enough time to set up and clean up. You will not want to rack up charges for additional hours.
4. Plan an event that is personable and reflects your personality.

6. Event Ideas

- A. Throw a theme party: wine tasting, country line dancing, costume, gourmet, etc.

- B. Hold a sale: garage, bake, etc.
- C. Hold a contest: chili cook-off, dessert, etc.
- D. Organize a “thon”: swim, bowl, karate, dance, etc.
- E. Host a party at a local restaurant or bar.

In summary, plan in advance, and if you need guidance in planning an event, please contact our staff. We are all eager to see your success!

Letter Writing Campaign – How to Write a Great Letter

Before joining the 23rd Annual Wawa Stair Climb or after you have registered you will begin to think about how you are going to reach your fundraising goal. As fundraisers, we understand that raising money can be intimidating at first. However, you will meet and exceed your goal if you follow a few simple steps including plan ahead, start early, use available resources, be creative and have fun!

No matter what event you are participating in, the number one way to raise money is through a personalized letter writing campaign. This is a letter that you send to extended family, current and past friends, neighbors, old college roommates, your favorite teacher from fifth grade and just about anybody else that you can think of (or anyone else on your Holiday Card list).

However, just sending out letters does not guarantee that you will reach your fundraising goal. Everybody is different, and you may need to think of an alternative way to raising money through corporate sponsorships and special events.

The Process

What makes the solicitation letter so successful is how little time it takes to send to a lot of people. Once you get your letter written, copied, placed in the envelope, and sent out - all you have to do is wait about two to three weeks before you see the first of hopefully many donations come in. **Be sure to include your URL address to your online fundraising website so your donors can donate online with ease.** The donation process is pretty simple. You place your letter, individual pledge form, and your return addressed envelope into a standard envelope. Send it to everyone and let him or her send you their donations through the mail or have them donate online.

Start Now

The key to a successful fundraising campaign is starting early! It is important to get your letters out at the beginning! So - start now!

Finally, use our resources! Call our staff! Have them develop a personalized fundraising plan just for you...and then use it!

Writing a Good Letter

The key to a successful letter campaign is writing a good letter. Here are some suggestions to writing a successful fundraising letter.

- 1. Make it personal**

We all love to get personal letters, so make your letter personal. Let them know what else is going on in your life other than this event. Then slide into what the event is about and why you are personally involved. Use email and snail mail!

- 2. Use humor**

Everybody loves a chuckle, so use humor where appropriate.

3. **Short and sweet**

Try to keep the letter to one or two pages. If it is too long, you will lose your reader's interest.

4. **Ask**

Extremely important! What separates this letter from normal letters is that you are asking them to act. Don't just tell them you are doing this. Tell them you need their help.

5. **Suggested giving levels**

We recommend giving your donors suggested giving levels. It is also helpful to put your total fundraising goal in the letter so that they see you are aiming high. It is also good to ask for specific amounts. So ask them to donate \$1 for every flight of stairs that you will climb (\$53). Or ask them to be your webpage sponsor and donate \$100 to have their name and message be on your personal page. Be creative. Finally, think about setting at least one high giving mark (\$250 - \$1,000). No one may give you that much, but if someone does - Congratulations!

6. **Set a deadline**

We give you a deadline for your own fundraising, but we recommend you set a deadline earlier than that. People are always motivated by deadlines. This way you can assess your fundraising before the real deadline.

7. **Let them know how to donate**

Tell them the procedure for making a donation. If they are confused, they are not likely to send a donation, so walk them step-by-step through the procedure. Be sure to include the website so that people can easily donate online. For emails make sure to include the link directly to your webpage.

8. **Keep a list**

Keep a list of all the people you send letters to. You can then compare this list to your report on line that shows who has pledged to you and you will get to see who hasn't donated. This is important for the next step:

9. **Be prepared to send a reminder**

A lot of people will get your letter and say, "What a neat idea. Sure I'll help out," and then set the letter down - only to forget about it. The best way to send a reminder is to give training updates. Write to your donors and tell them, "Training is going well" and "I'm going farther this weekend (25 flights of stairs) than I've ever gone before." Let them know that fundraising is going well, but you still have a bit farther to go. Ask them nicely if they would consider making a donation in honor of your training. We have seen reminder letters that have been more successful than original letters for bringing in the money. You can also send an email reminder through your personal fundraising Web site to remind people to donate or thank them for donating. Our staff can also provide you with news and updates on things that the Cystic Fibrosis Foundation has going on to include in your letter.

10. **Thank your donors**

Send a thank you card as soon as you receive a donation from someone. It is really nice to receive a note that says that your donation was important. In addition, send them a note after you finish the event to let them know how you did, both in the event and with your fundraising goal.

**Please let our staff know if you would like us to help you craft your letter!
Good Luck!**