



FUNDRAISING TIPS

- Set a fundraising goal. Challenge yourself and aim high. (e.g. \$1,000). Let everyone know this is your goal.
- Ask one person a day to sponsor you - and don't be afraid to ask! People like to help out, are usually supportive and very generous.
- Ask for a pledge of at least \$20. Most people will be able to give that much or more. If they can't, they'll let you know. Every donation, large or small, counts.
- Send a fundraising letter to everyone in your address book and on your e-mail list (click here to see a sample letter.) Explain why you are participating and state your fundraising goal. Also, include a self-addressed stamped envelope, making it easier to send back a donation. If you've participated before, explain why you are participating again, thank them for their past support and let them know your new goal for this year.
- Record a message about the event on your answering machine or voicemail.
- Hang your pledge sheet up along with a poster, in a visible area at work or school. Your colleagues will see it and make a pledge without you having to ask. Extra pledge sheets and posters can be downloaded or are available by contacting the Against the Tide line at 800-649-6222 or email at info@mbcc.org.
- Help potential donors visualize what the event is like. If you've participated in previous years and have photos, copy and use them in your fundraising letters.
- Double your pledges! Find out if your company has a matching gift program by contacting your Human Resources Department.
- If you know someone who likes to swim, kayak, walk or run, encourage her/him to become a participant and help her/him raise money.
- If you are participating on behalf of a company or organization, set up a competition between departments to see who can raise the most money. Offer a prize for the winners or have one department take the other out for lunch.
- Ask local businesses that you frequent for a donation (e.g. hair salons, dry cleaners, swim clubs, gym). They may want to sponsor you!
- Coordinate a bake sale, car wash or other lunchtime event at work or school.
- Don't forget to pledge yourself!