

Fundraising Guide: Planning a Successful Fundraising Campaign

Thank you for your support of the Respiratory Health Association of Metropolitan Chicago! Not only are you participating in a fun athletic event, but you're also supporting a great cause—to promote lung health and to prevent lung disease.

This document will help you plan your fundraising strategy. You can take these ideas and format them to best achieve *your* goals! So go ahead, get started, and get excited about what you are about to accomplish—both physically and philanthropically!

Plan your Fundraising Strategy .

1. **Create your list of donors.** This list is the most important tool in your fundraising campaign. Create a list of all prospective people who might be willing to sponsor your run. Think of anyone you know—friends, family, physicians, co-workers, church members, neighbors, clients, etc. The more people you contact, the easier it will be to reach your goal! You will be surprised by your results, and your contacts will feel privileged to support your efforts for such a worthy cause.
2. **Set Your Fundraising Goal.** Now that you have a list of donors...set your personal fundraising goal! What if everyone on your list of donors gave \$10? What if they each gave \$20? Challenge yourself with a high goal!
3. **Customize Your Fundraising Website.** Many of your donors will choose to make their donations online through the secure online fundraising tool. Customize your website to include text, photos and even video of you! Share your motivations and goals, photos of you and loved ones and ask for their support.

Need help uploading a photo or video? Want someone to edit your fundraising email or letter? Call Kirsten at (312) 628-0213.
4. **Create a Schedule.** Similar to a sports training schedule or work schedule, you'll need to create a fundraising schedule. Start early so you can set realistic goals and deadlines. Familiarize yourself with the tools available to you online by logging in to your website. If you are short on time, focus on writing letters or sending emails to your list of donors. If you have time, skim through some other ideas below to supplement your letters and emails.
5. **Keep Good Records and Follow Up.** Keep good records by inputting all offline donations of checks or cash into your website before sending them to the Respiratory Health Association. That way, you'll have an accurate and up-to-date record of your both your on-line and off-line donations.
 - Log into the system entering your username and password you selected during registration. (If you forget this you can have it resent to your email with which you registered).
 - Choose the link on the left hand menu bar, click on "**Manage Cash & Checks**" This will add the check that you've just collected to your unverified donations and once we receive and confirm the donation it will be added to your totals! It will also help speed up the process of crediting the donations to you once they are received by the Respiratory Health Association.
 - **Thanks**—Be sure to thank everyone in advance for their consideration of your request. Thank them again if they make a donation. You truly cannot thank people too much for their generosity.

Be sure to send thank you notes to your sponsors. Tell them how much their support means to you, and to people affected by lung disease.

Ways to Raise Support .

The Letter Writing/E-mail Campaign

This is a great way to jump-start your fundraising campaign. Using your personal list of potential donors, contact them by mail or email about supporting your efforts. Not only do your friends and family love to hear what you are up to, but this is also it is a quick and easy way to meet your goal. (You can send emails directly from your web page by logging onto the *Lung Power Team* website).

In writing your letter, you can follow these simple steps:

Introduction—Tell your friend what you are doing. Don't be afraid to shout, "I've gone crazy! I'm going to run a marathon or half marathon!" Get right to the point, and do it with pride.

Who Benefits—Talk about the Respiratory Health Association. Go to www.lungchicago.org to learn more about what we do. If you or someone you know has been affected by lung disease or if you are climbing to honor an accomplishment such as quitting smoking; share that story! Make your letter personal.

Send a photograph—Create a personal connection through a photograph. Send a photo of the friend or loved one in whose honor or memory you are running, or send a picture of yourself training. This gives your friends something to hold on to and something to connect with this cause.

Request their support—Invite friends to get involved by making a contribution. Let them know that they may make a donation online by going to your website, or they may send a check to the Respiratory Health Association.

Matching Gifts Program. Be sure to ask if your place of employment has a matching gifts program. If so, you can double or even triple your fundraising dollars. Ask your donors as well; they may have a program through their own work. Companies encourage their employees to participate in the community. They are happy to provide you with some simple paper work to process the matching gift.

Other Fundraising Suggestions....

Find one that will work for you! Be creative with ideas for you!

1. **Dress-down day:** If you attend a school that requires a uniform or work in a corporation that does not allow jeans, allow one day where you can dress down and wear whatever you like. This is also a great opportunity in a business, just talk to the HR department to see if it can be a company dress down day! Charge each person who wants to participate—\$5-\$10.
2. **Pancake breakfast:** Gather your friends/family together and make a pancake breakfast at your school or work cafeteria, place of worship, or even your own home! Charge others to enjoy your home cooking!
3. **Coffee morning:** Encourage a nearby coffee shop to come in for the morning and provide coffee and treats to your co-workers. Everyone who wishes to relax and enjoy the coffee must pay a flat fee. Arrange that the coffee shop donate some of the profits to the RHAMC. Plus, the coffee will energize everyone for a productive day!
4. **Raffles:** Contact local shops about donating raffle prizes, and sell raffle tickets. Make sure you let the local shops know that their donation is tax deductible – RHAMC can provide a receipt. Or talk to your company personnel about raffling off an extra day off or a long lunch break.
5. **Jellybean count:** Fill a large jar with jellybeans and have people donate to guess how many there are in the jar. You can put this out at lunchtime, at a meeting, or even at the front desk so people notice when entering the building.
6. **Theme party:** Decide on a fun theme such as a masquerade ball, 80's party, or dress as your favorite movie star. Charge an entrance fee to cover any food/beverage expenses and explain where the remainder of the money is going.
7. **Game Night:** Organize an evening of board games or a night of trivia and ask for a donation from those who attend.

8. **BBQ/Family & Friends Cookout:** In the Spring and Summer time there is a lot of grilling parties and people getting together around food and drinks. Why not make it a fundraiser where each plate or cup is a donation.
9. **Book sale** Ask all your co-workers, friends, and relatives to donate their old books. Advertise your book sale by means of posters and flyers. Set up a table and sell books. If there are leftovers, you can always give them to a needy library, shelter, or school.
10. **Concession stands:** Ask your favorite sporting venue to allow you to serve concession stands one evening. Arrange a deal to receive part of the profits or put out a tip jar explaining why you are raising money.
11. **Parking space contest:** For those of you who have strict parking at your office building, hold a contest to see who can raise the most money in one week. Whoever wins gets to park in the best parking space available. You can determine whether the person parks there for a day, week, or even month!
12. **Eating marathon:** Have a pie eating, hot-dog eating, or ice cream-eating contest. You can charge people to participate or to watch, or you can ask all participants obtain pledges.
13. **Guess the number of coins in a jar:** The winner receives all the coins and your group makes money by charging people for guesses.
14. **Perform a free service for donations:** Shovel snow, baby-sit or walk dogs. Friends, family and neighbors are always looking for some extra help. Lend a hand in exchange for their donations.
15. **E-bay:** Why not sell items on ebay and all profits from it become a donation!
16. **It's Party Time!** Host a party at your home or at a local restaurant or bar with food and/or drinks. Charge a cover to guests and put the proceeds to your campaign. Entertain your guests by having card, drinking or fun games or tournaments.

Questions:

Call Kirsten Cooper at
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www.LungPowerTeam.org