



Fundraising Tips

(by Jody Silver, with additional tips by Beverly Dubrin)

- Form a team! There is strength in numbers. Even a small team of a few of your friends, family or coworkers will inspire all of you to share fundraising tips and motivate one another. It makes the fundraising more fun to do it with peers.
 - Start with a mass email to just about everyone in your contact list.
 - Leave no stone unturned – don't exclude someone from the email because you don't think they'll donate because you will be surprised!
 - Make it personal. Why are you fundraising for WCRC? Why is this important to you? Tell your story. It doesn't hurt to tug on a few heartstrings! Include pictures if you want, especially if you're swimming or moving in honor or memory of someone.
 - Explain a bit about WCRC and include the link to their website so people can look it up on their own. Include a bit about how money will get spent.
 - Include your fundraising goal and do NOT sell yourself short! WCRC's minimum is \$250, which is so easy to achieve. Set your goal higher and keep moving it up, because if you don't, once people see you've met your goal, they're less likely to donate.
 - Include the link to your page to make it easy for people to donate.
 - Follow up! I follow up every 2-3 weeks. In my follow up I include the % of the way I am toward my fundraising goal and the % of the way I am with my training. I have found that people who forgot to donate after your initial email will remember when you follow up.
 - Thank your donors! I thank my donors personally with every donation and then in my follow up emails. Then, after the event I send a big thank you email with pix from the swim.
 - Encourage your family and friends who work at companies that have donor matching programs to use those – it will double their donation!
 - Consider asking people for the donation as your birthday, Christmas or Chanukah gift.
1. Post a link to your donation page on your social media pages.
 - You will be surprised who will donate from your social media pages! These will be people who you may not have email addresses for, or people in a group on social media.
 - Make sure to tell your reason for participating, but it will need to be shorter than your email.
 - Update as you go! Let people know how far along you are in your fundraising and training.
 - Thank your donors! Even people who cheer you on should be thanked. They may not have the means to donate this year, but may next year, so thank everyone!
 2. Talk about what you're doing.

- When someone asks what you've been up to, include your training for this fundraiser! Fun story – I was once at my hairdresser's salon, back before Covid, and was talking to him about my training for a swim a mile event. The guy sitting in the chair next to me started asking me about it and I explained what it was and why I was doing it. He handed me a \$20 bill for a donation. You never know!
 - Thus, you need to have an "elevator pitch" – this is a short synopsis of what you're doing and why. Use your initial email as your outline, then make it short and sweet.
 - Encourage people you talk with to spread the word. Since anyone can go on the swim a mile site and search for a donor, people talking about it might give someone else a donation they weren't expecting.
3. Think outside of the box. While the above have always worked well for me, not everyone is comfortable asking for money, even for a worthy cause. So, consider:
- Do you have a talent? Maybe you're a photographer. Consider a certain % of your sales for a particular time as a donation to WCRC.
 - Maybe during Covid you've been baking bread like crazy! Offer to bake for friends in exchange for a donation.
 - Send a stamped envelope addressed to WCRC to the people who have given you checks before.

**More out of the box ideas from Wendy Rosenthal
Swim A Mile / Move A Mile Fundraising Product & Event Ideas 2021**

Pandemic Recipe Book

Ask friends to contribute recipes of their favorite pandemic-time foods/meals/snacks for a book you design and sell. Consider having them pay per recipe to contribute.

Host a House Party

In person with distancing or online.

Go Adventuring!

Plan a twice-weekly adventure for a donation of \$10/class/event toward your Swim A Mile / Move A Mile goal. Invite friends and friends of friends for an outdoor activity led by you and/or other fundraisers. Have fun exploring local areas by hiking, caving, biking, kayaking, yoga, walk/jog, swimming, and golf. Consider having friends donate certain amounts for reaching different milestones such as an amount of time engaged in an activity or number of miles/yards.

Movie Night

Host an outdoor movie night for a group of friends and friends of friends. Sell tickets, popcorn, drinks, and s'mores, and ask for a suggested donation.

Express Yourself & Spread Cheer – Meet up with friends with distancing or online to spend an hour or two visiting while creating crafts to sell. Encourage your children to do the same and plan a day to sell your wares through FB live.

Lemonade & Cookie Stand

Car Wash

The following are adapted from <https://www.classy.org> fundraising blogs.

Give It Up

To demonstrate how the smallest donation can make a difference, ask fundraisers to give up a daily beverage or meal and donate the money they would have spent to a worthwhile cause instead.

Provide supporters with data showcasing the impact of \$5, \$10, \$20 donations. Then encourage them to share their activity on social media and ask their networks to take action too. Intensify the appeal by asking supporters to participate for a certain number of days or encouraging them to meet a goal.

Day Camp

Give parents a break and throw a day-camp retreat. Charge for admission and put on a day of arts and crafts, swimming, hikes, and a campfire.

Sandcastle Contest

This summer fundraiser reminds everyone that sandcastles aren't just for kids. Sand sculpture competitions are another great way to host a beach event for organizations who call the coastlines home. Ask contestants to pay and register for the event ahead of time, and give them a set amount of time to complete their entry during the actual contest. Serve drinks and snacks and let attendees vote for the winner.

2020 Olympics

Put together an Olympics-style sporting event and ask each participant to fundraise a minimum amount to help you reach a collective goal.

Pool Party

Gather your supporters for a lively and festive pool party. Charge for entry and plan a fun event for your guests.

Underwater Scavenger Hunt – Drop weighted, non-glass items at the bottom of the pool and have participants dive for treasure

Floatie Race – Have each attendee choose a pool raft and then paddle from one side of the pool to the other

Synchronized Swim Competition – Encourage teams to get creative and choreograph an underwater routine. Then each team participates in a dance-off in the water.

Yard Sale – Hold a yard sale and donate the proceeds to your Swim. Make sure that info about WCRC is on your sign.

How to raise \$250 in one week

All you have to do is ask

Day 1

Sponsor yourself for \$30

Day 2

Ask 3 relatives for \$20

Day 3

Ask 5 friends for \$10

Day 4

Ask 5 coworkers for \$10

Day 5

Ask 6 neighbors for \$5

Day 6

Ask spouse/partner for \$30

Day 7

Celebrate your success!