

# FUNDRAISING TIPS

[ *Get Ready...Get Set...GO!* ]

## HARBOR WALK & RUN

**Set up your personal fundraising page:** It's free, easy and a great way to raise money. Register online at [www.harborwalkrun.org](http://www.harborwalkrun.org), then customize your fundraising page with photos and your story. Let everyone know why you're walking or running. Personal stories are a great way to motivate others to support your fundraising efforts.

**Use social networking sites:** Facebook and Twitter are very effective ways to get the word out. The more you share about your fundraising efforts, the more your friends will get involved. Some suggested status or Twitter posts for you and your teammates:

- Post a status that you signed up to participate in the Harbor Walk & Run
- Post why you are participating in the event and how much you hope to raise
- Post a picture to help connect your followers to your cause
- Post "thanks" to donors when they give and when you reach 50% and 75% of your goal

**Maximize your fundraising with matching gifts:** Check with your employer to see if your company will match employees' charitable donations, and encourage your teammates and donors to do the same. Some companies will contribute as much as three times an employee's donation!

**Host an event:** Throw a party, cookout, hold a bake sale, carwash or host a wine tasting. Ask for a small donation from each guest.

**Get your neighborhood involved:** Ask your local stores to put a collection jar on the counter in support of your walk or run. Or ask your favorite restaurant to donate a percentage of one evening's income to you.

**Get your employer involved:** Ask your employer to offer \$5 dress down days at work and have the proceeds support your walk.

How you can raise \$350  
in just one week!

**Day 1:** Sponsor yourself for \$25

**Day 2:** Ask three family members to sponsor you for \$25 each

**Day 3:** Ask five friends for \$5 each

**Day 4:** Ask five co-workers for \$10 each

**Day 5:** Ask five neighbors for \$10 each

**Day 6:** Ask three local businesses (hairdresser, dry cleaner, etc.) for \$25 each

**Day 7:** Ask your employer for a company gift of \$50

### Other helpful hints:

Customize your letter to your audience and be sure to include the link to your personal fundraising page. **Tell everyone your goal and deadline for receiving gifts.** Send reminders to your family and friends if your deadline is approaching and they haven't donated yet. **Tell donors any gift, large or small, will help!** Be sure to thank your donors and send another thank-you after the event to let them know how you did!

**Tufts** Medical  
Center

Floating Hospital  
for Children

at **Tufts** Medical  
Center



**BE SURE TO ASK EVERYONE YOU KNOW!**  
They won't give if you don't ask!



## Team Building Tips

Here are a few tips for Team Captains to help with team building and fundraising:

**Form a team:** You can create your team during the registration process.

**Team member registration:** Each person on your team must register. People can join your team during the registration process and create their personal fundraising pages at that time too.

**Team T-shirts:** Encourage your family, friends, and co-workers to earn personalized T-shirts. All teams with five or more walkers, raising \$3,000 or more by May 1, 2010, will receive official Harbor Walk & Run T-shirts with the team's name on the back!

**Fundraising:** Remember, all walkers are encouraged to raise \$100 or more each. Refer to the fundraising tips for helpful hints.

**Set a goal:** Set a team goal and periodically update your team members on your team's progress. Encourage your teammates to set personal goals. These will roll into the team's goal.

**Build team spirit:** Host a team yard sale or another event, and collect donations, with all of the proceeds supporting your team.

**Promote your efforts:** Contact your local newspaper, radio station or cable TV outlet to ask if they'll do a story about your team. Send a letter to the editor.

**If you have a team at work:**

- Create a thermometer indicating your team's fundraising goal with your team member's names on it. Post it in a public area, such as your break room at work and mark it as you get closer to your goal.
- Post pledge sheets in a central spot where people can donate or join your team. But remember, team members must also register.
- Put a change jar in your office.
- Plan walking lunches.
- Include a story about your team in your company's internal newsletter. Be sure to include the link to the website so people can donate or join your team.
- Display Harbor Walk & Run posters in your lobby, on bulletin boards, and in your office cafeteria.

## Sample Fundraising Letter

Dear Friends and Family,

On Sunday, June 13th, I'm participating in the 8th annual Harbor Walk & Run, a fundraising event to benefit Tufts Medical Center and Floating Hospital for Children. I have been involved with the Medical Center for a number of years and know firsthand how exceptional it is. Adults' and kids' lives are saved there every day – Tufts Medical Center and Floating Hospital deserve our gratitude. And they need our support.

I've made a personal commitment to raise \$\_\_\_\_\_ for Tufts Medical Center and I hope you'll help me reach my goal. You can visit my personal fundraising page at [www.harborwalkrun.org](http://www.harborwalkrun.org) and learn more about the Medical Center and the event.

You can make a gift using a credit card when you visit my web page. Or you can make a contribution by check, payable to Tufts Medical Center, and mail it to me at:

Sally Smith  
123 Main Street  
City, State Zip

Every dollar helps! And your gift is tax deductible. Thank you for supporting my cause. If you have any questions, please contact me at YOUR PHONE NUMBER or YOUR EMAIL.

YOUR SIGNATURE

