



## Maximize Your Fundraising Efforts with These Great Tips!

- Set up your 23<sup>rd</sup> annual AIDS Walk Colorado fundraising page at [www.aidswalkcolorado.org](http://www.aidswalkcolorado.org). The sooner you set up your page, the longer you'll have to fundraise!
- Check to see if your employer has a **matching gift program** (remember to ask your donors about this too).
- Sponsor yourself. People are more likely to give if they see your commitment.
- Set a fundraising goal and share it with those you ask to sponsor you.
- Ask for amounts that are easy to give. Ask for specific amounts or provide several giving options.
- Always be prepared with a pledge form or to give out the web address of your personal fundraising webpage – you never know when you might run into a potential donor. Pledge forms can be downloaded from the AIDS Walk Colorado website.
- Let everyone at work know that you're participating in AIDS Walk Colorado by posting a sign at your desk, by the elevator, copier or in the break room. Ask your co-workers to support you, or join your team and walk with you.
- Include information about AIDS Walk Colorado and a link to your personal donation page in your email signature.
- **ASK, ASK, ASK!** The number one reason people do not give is that they were not asked. It is important to remember that people want to support worthy causes and they also enjoy supporting their family, friends, and neighbors – You are providing them with an opportunity to do just that.

## Follow These 10 Easy Steps to Raise \$1,000 in 1 Week!

Action	Total
1. Sponsor yourself for \$25	\$25
2. Ask 5 family members for \$25	\$150
3. Ask 10 friends for \$20	\$350
4. Ask 5 co-workers for \$10	\$400
5. E-mail 12 people asking for \$25	\$700
6. Ask 5 neighbors for \$10	\$750
7. Ask 2 local businesses you frequently patronize for \$25	\$800
8. Ask 5 members of a club or organization that you are a member of for \$10	\$850
9. Select 1 person or organization in your life and ask them to sponsor you at \$50	\$900
10. Select 1 person or organization in your life and ask them to contribute \$100	\$1000!

## Try Getting Creative in Your Fundraising Efforts

- Hold a Garage Sale / Bake Sale / Car Wash
- Baby-sit / House-sit / Pet-sit for Friends and Family
- Dog Walk for Friends and Family / Host a Neighborhood Dog Wash
- Do Yard Work / Odd Jobs / Clean House for Friends and Family
- Host a Dinner Party / Cocktail Party / BBQ/ Progressive Dinner / Picnic
- Host a Game Night/ Scrabble Tournament / Poker Tournament
- Host a Spaghetti Dinner / Pancake Breakfast
- Host a Chili Cook-off / Best Pie Contest
- Host a Cake Walk / Cake Sale at Work
- Host a Movie Night / Video Game Night
- Hold a Softball Tournament / Volleyball Tournament / Soccer Tournament
- Sell Your Specialty (i.e. Pies, Jam, Pizza, Stew, Sushi, Homemade Candy)
- Organize a "Dress Down" Day / "Penny War" at Work
- Sell Your Skills (i.e. Sewing, Auto-Maintenance, Candle-Making, Woodworking)
- Include AIDS Walk Colorado on your e-mail signature and voicemail message
- Do you have an anniversary or birthday coming up? Ask your friends and family to donate to AIDS Walk Colorado as a gift to you.

### Especially For Kids

- Host a Lemonade Stand
- Put on a Talent Show / Puppet Show / Play for Family, Friends, and Neighbors
- Sell Homemade Greeting Cards or Macaroni Necklaces.

**These are just a few ideas to get your creative juices flowing. Be creative in coming up with other fundraising ideas!**

## Keep in Mind...

- **Not everyone will have the same response.** If you are getting all "no" or all "yes" responses, you are not asking enough people.
- **People are busy.** If you do not receive a response to a phone call or e-mail right away, it is good to follow up. Even people that are very excited to support your efforts may need reminding.
- **Most people can and will give.** It is important to remember that every single dollar you raise translates directly into services for people living with HIV and AIDS. That means that every donation, whether \$1 or \$1,000 matters. With that in mind, please do not make assumptions about who can give or how much they can give. Provide everyone the opportunity to contribute to your fundraising efforts and be open to all levels of support.
- **Giving feels good.** People enjoy the feeling of supporting great causes, as well as the people in their lives. It is important to always honor and acknowledge such generosity with a thank you. Help your donors know how great it feels for you to have their support and how much of a difference they are making in the lives of people living with HIV and AIDS with a written acknowledgement.

**Start Fundraising! Good Luck!**