

MultiCare 


COME WALK
WITH me

Fundraising Tips

1. Personalize your fundraising page & share your story!

- a. Add a **photo and story** to your personal and team pages to let others know why breast cancer is important to you.
- b. Import your contacts and **send emails with your connection** to breast cancer through your Participant Center to your friends, family and coworkers.
- c. **Share your story** with as many people you can.
- d. Make a donation to your own page to kick off your fundraising efforts.

2. Utilize **Social Media**

- a. **Share your story** on your social networks and include a link to your personal page. Capture your networks' attention and make it more special by **adding a photo or video**.

3. Write **Letters**

- a. Everyone loves receiving a hand-written note. You can grasp the attention of your friends and family by sending them a letter **telling them why** you are supporting Come Walk With Me and asking for their support.
- b. Including the link to your personal page as well as a return envelope so they can easily send a check will ensure that they know how to support your fundraising efforts.

4. **Incentives**

- a. Incentivize your coworkers to donate by offering a prize to the top fundraiser!
 - i. Work with HR to get an extra vacation day or a great parking spot for the top fundraiser.
 - ii. Ask your CEO or upper level management to spend a lunch hour with the top fundraiser.
 - iii. Find out if a local company will donate a great prize for the top fundraiser.

5. **Cook-Off**

- a. Host a cook-off in your workplace, neighborhood block party, or at a potluck dinner with your favorite meal (chili is always a great choice!). Have your cooks donate a predetermined amount to enter into the friendly competition and then have each "judge" donate an amount to chow down and choose their favorite entry.

6. **Jeans Day**

- a. Have a Jeans Day at work. Anyone who wants to wear jeans on a Friday can donate a predetermined amount to participate.

7. **Bake Sales**

- a. Bake Sales at work or at a school can be great fun and a great way to increase donations! Bake your favorite treats (bring in some friends to help you out) and sell them to your coworkers or fellow students.

8. **Happy Hours**

- a. Cover Charge
 - i. Ask for a donated space in the bar for your group, then invite friends to make a predetermined donation to come enjoy the evening. Many establishments will make great deals with you for drink specials and appetizers as well.
- b. Kickbacks
 - i. Many places will allow you to receive a certain percentage of profits from anyone wearing the same wristband at your event. Hand out wristbands to all of your attendees (or ask for a small donation for one) and you'll receive a percentage from the food and drinks enjoyed that evening.
- c. Guest Bartending
 - i. Some bars will allow a "guest bartender." You can bartend for an hour or two and all of the tips from that time will go towards your fundraising efforts.
 - ii. Guest Bartending works really well with company happy hours. See if you can get upper level management to volunteer as the bartenders!

At any of these events, you can hang **Come Walk With Me posters** to ensure that everyone knows their donation is going to a great cause. Invite all of your donors to join you on event day.

Remember to **always thank your donors!** Send a great photo of you at Come Walk With Me with a thank you to anyone who has supported your fundraising efforts.

Need our tax ID number? Use **91-1514257** for Good Samaritan Foundation.