



"FUN"draising **Hot Ideas From Fellow Participants**

Following are some tested ideas for team and individual fundraising that others have successfully used over the years. All can be easily modified to work in your particular setting. If you come up with other new and creative ideas, please give the Chapter office a call so we can share it (490-9627) or send it to info@fightMS.com.

\$\$ Team members should sponsor themselves first then ask everyone.

By Sponsoring yourself you show that you are committed to the cause - not only with your efforts, but also your dollars. Set a positive example!

WRITE! – The best way to receive pledges is to send either a letter or an email to possible sponsors. By writing down your goals for friends and family they can see how truly committed to the mission you are! We have a whole section on how to use the online tools such as email and websites! Check it out....

Set goals -for yourself and for your team. Let everyone on the team know what the team goal is, and share your individual goal. Everyone works better when they have a target.

Create a "Thermometer" to track your progress-your personal goal, team goal, or team recruitment-or all of the above.

Turn a No to participating into a **Yes** for sponsoring.

Emphasize the FUN of the events - particularly when recruiting. It's a great time for a great cause, and you get the satisfaction of helping a lot of people.

Put A Face With The Disease - talk about the human side of the event - who the money helps. The Chapter can provide information on how the money is used-locally and nationally, along with human-interest stories to help people better understand the "big picture".

Sales - Bake Sales, Yard Sales, etc. are a great way for team members to show off their skills and raise pledges, Buy or sell an item to benefit the National MS Society on Ebay at <http://givingworks.ebay.com>.

Working Groups - Car Washes, Yard Work etc.

Raffles - Using donated items. An alternative is to raffle the prize you win for participating (awarded after the event).

Asking Your Neighbors, Friends, Co-workers - This can be payback time for all the wrapping paper and cookies you bought from their kids.

Donations From Clubs Or Fraternal Organizations - Most of these groups are anxious to support community involvement programs.

Places You Frequent - Car mechanic, Dry Cleaner, Barber/Beauty Shop, Accountant, Doctor, Dentist, etc. Any place that you spend your money may be willing to support your efforts.

Use MS Collection Canisters - Available from the Chapter, these are great for collecting your pocket change, charging for answers to questions, fining people for swearing at work, and many more. Place canisters anywhere people are likely to have change - snack machines, break room, coffee service, etc.

Candy Basket - Buy a bulk bag of candy at Sam's or Costco's. Put it in a basket with a canister and place in a high traffic area. People will naturally pay for a piece of candy and the costs are minimal.

Lunch Time Treats - Selling box lunches, Chili Cook-off with every dollar being one vote for the favorite. Popping Popcorn around 11:30 and letting the smell drift through the office to draw in buyers. "The quickest way to a donor's pocketbook is through their stomach."

Parties - Skating, Miniature Golf, Laser Tag, etc. If you have a connection with a popular spot, try to get them to donate the space at a slow time. Then charge for admission. An alternative is to host a Home Pledge party, where every attendee must bring a pledge to get in.

Displays - Place a poster in your lunch or break room, along with a canister. Check and empty canisters frequently.

Newsletters - Civic Leagues, Churches or Organizations will often let you advertise your request for sponsorship in their monthly news.

T-Shirts - Selling shirts to donors, offering them as incentive to team members, or using them to increase team spirit are all great ideas.

Challenges - Challenge another department at work, your neighbor's family or any other group to beat your fundraising totals. Everyone loves a little competition, especially the folks with MS who will benefit.

Beautiful Baby Contest - Collect Baby Pictures of team members or friends. Place on a board with canisters below each. People vote with their money for the favorite. A prize to the winner and a "gag gift" to the lowest total.

No matter which of these ideas you use, or if you dream up your own, remember that the most important thing is to **THANK YOUR SPONSORS** and your team members. This year's \$10 sponsor can easily be next year's \$100 sponsor - but only if they feel appreciated. You, your team members and every single sponsor (regardless of amount) are important to the National MS Society's mission to end the devastating effects of multiple sclerosis.