

Top 10 Fundraising Ideas

by Janna Baum

Aim high and then aim higher! Your fundraising efforts are a huge part of our continued success.

So here are a few helpful hints to get you started, if you haven't already.



1. **Start today.** Even though the PPRAC ride isn't until next year, there is no time like the present to start raising money. If you are trying to get corporate sponsors, get your request in early. Most companies have fundraising deadlines a year in advance.
2. **Be smart.** If you are passing out sponsorship forms, always get your friends and family to write their sponsorship amount on the form first – they tend to be the most generous and can set the standard for everyone who sees the form after them. If your employer is a member of a matched giving program, ask them to match the amount you raise.
3. **Show the facts.** Send a PPRAC article and photo to potential sponsors to let them see what the PPRAC is all about. Make sure to include details of how to sponsor you. Include past history, monies raised and where the money goes. (Check out the rider packet or www.Ppracride.org for articles and more information)
4. **Tell your story.** Nothing hits home more than the reasons why we do this ride. Use your story in your fundraising letters, emails or brochure. Don't be afraid to use emotion.
5. **Enlist help.** Let your family and friends help in your fundraising effort by passing your sponsorship forms to their contacts and connections.
6. **Be creative.** Organize a fun event for friends or colleagues such as a BBQ, Wine and Cheese party or bowling outing and collect donations instead of having them bring a gift. Have a bake sale or set up a healthy snack store at work. Get donations for prizes from the places you frequent and run a raffle. There's no limit! Go for it.
7. **Sponsor yourself.** Sure you are giving your time and energy, but it feels good to give financially as well.
8. **Stay close to home.** Ask the businesses you frequent for sponsorship, i.e. doctor, lawyer, dry cleaner, dentist, eating spots, watering holes, etc. You spend your money there, it's the least they can do. If you feel uncomfortable asking them for a financial donation, perhaps they could contribute services for an auction (See #7 above) or allow you to place a sign or canister to collect change or pledges.
9. **Break the norm.** Try something different. Don't get stuck in the same old fundraising funk. Try a phone call if you primarily send letters. Put together a PowerPoint presentation to present to a business or corporation. Step out of your comfort zone and you may be surprised with the results.
10. **Ask. Ask. Ask.** There is no harm in asking. It is a great cause. You are an advocate for those in need. *If you don't ask, the answer is already no.*

Fundraising may be extra challenging. Don't wait until the last minute. Get started today. You never know where that next donation will come from.



THE OFFICIAL SPONSOR
OF BIRTHDAYS.®