

Fundraising Tips:

1. Don't procrastinate! Start your fundraising early. Give yourself plenty of time to solicit pledges and generate support. The more time you give yourself to fundraise, the more likely you are to reach your goal.
2. Get the ball rolling! Make a donation to your own fundraising effort – \$25, \$50, \$100...whatever. No one ever wants to be the first one to do something, so break the ice and donate to yourself.
3. Get social! Tap into your social networks (Facebook, Twitter, Instagram, YouTube, LinkedIn, etc.). Post early and often. Create a video of why you're participating in The Drop Zone, post a picture of your superhero costume and reach out to everyone you know. And remember, always drive people to your personal fundraising page to donate.
4. You know more people than you think! Ask your friends, family members, co-workers, business associates, clients, old friends you haven't spoken to in a while, local businesses you frequent, and anyone else you can think of that might support you. You'll be surprised where some of your donations will come from. It never hurts to ask!
5. Got junk? Have some old furniture, electronics, sports equipment or other unwanted goods that you're just planning to toss? Sell them on Kijiji, Craigslist or Ebay for some quick cash towards your fundraising goal.
6. Ask your employer about corporate matching! Many employers, large and small, offer corporate matching programs where they will match the money that their employees raise in support of a charitable cause.
7. The more the merrier! Encourage others to join you and create a team. Many companies will offer to match funds when their employees get together to fundraise for a charity. You could double your fundraising with no additional effort!
8. The tried and true! Don't forget about some traditional fundraising techniques: 50/50 draws, book sales, car washes, bottle drives, golf tournaments, meat draws, garage sales, bake sales and themed/casual days at the office. These methods of fundraising can be very effective and offer something in return to those making a donation. Talk to your social committee at work about holding fundraising events in the office.