



Dragon Boat Upstate Festival Individual Fundraising Ideas

Using your personal page, writing letters and planning events are proven, successful ways to raise funds. When planning, remember these best practices tips:

- Set a fundraising goal and share that goal in your letter and on your web page. We ask that every paddler raise as much as they can, but are asking each individual to set a goal of at least \$500.
- Always share your personal story and connection to Dragon Boat. Many people will want to support you in honor or in memory of someone touched by cancer. Share your connection to the Dragon Boat mission to underscore the importance of raising much-needed funds for research and survivorship programs.
- Ask everyone you know to donate. The number one rule in fundraising is to ask! Email or send your fundraising letter – with a link to your Dragon Boat fundraising page – to your holiday card list, business and community contacts, company vendors, friends and family members.
- Use your Facebook/Twitter/LinkedIn pages. Be sure to promote your fundraising efforts on those sites and post your Dragon Boat fundraising page link to make it easy for your social networking friends to support you.

As you create a fundraising plan, consider planning one (or more!) of the following:

Party

Plan an ice cream social/spaghetti dinner/pancake breakfast/ party/ picnic, etc. Steps to success:

- Invite your family and friends. Send out invitations or use **Evite.com** to organize your guest list electronically.
- Ask for a flat donation at the door.
- Auction off donated items at the party.

Organize a neighborhood garage/yard sale

A great way to clean out the house and raise dollars toward your personal goal. Steps to success:

- Invite neighbors to participate. More families = more stuff to sell = more funds raised.
- Promote the event in your local newspapers, on local websites and with flyers throughout your community.

Fundraise at your work place

Organize a Dress-Down Day, Favorite Sports Team Day or bake sale. Steps to success:

- Work with your HR team. Find the “rainmaker” (a.k.a. Organizer) in your office and get them involved.

Plan a pay day weekend car wash

Host a car wash asking a local religious group or business to use its parking lot for the weekend. Steps to success:

- Charge a flat rate for cars, trucks or best donation.
- Recruit your friends and family to help.
- Post flyers and signs throughout your community.

Get your favorite restaurant involved

Ask for an extra line to be added to the customer receipt during a set period of time at your favorite restaurant. Not only can patrons leave their normal tip for the server...you can add “Dragon Boat donation line” and then the restaurant will give you the total raised at month’s end.



Dragon Boat Upstate Festival Corporate Team Fundraising Ideas

Writing letters and using your personal story are proven, successful fundraising methods. When asking for donations, remember these helpful tips:

- Ask everyone you know to donate, join your team or start a team of their own. Send your fundraising letter – with a link to your Dragon Boat web page – to your holiday card list, business and networking contacts, company vendors – everyone.
- Do you have a Facebook/Twitter/LinkedIn page? Be sure to promote your Dragon Boat fundraising efforts on those sites and include a link to your fundraising web page.
- Many of us participate in cancer fundraisers in honor or in memory of someone touched by the disease. Share your own connection to the mission to underscore the importance of raising much-needed funds to find cancer cures. Suggest others also consider a memorial or tribute gift.

As you create a fundraising plan for your team, consider planning one (or more) of the following successful fundraising events to help your team reach its goal. (*Work with your executive leadership to secure approval for all company fundraising activities.*):

Plan a Dress-Down Day/Casual Fridays/Spirit Day

Steps to success:

- Dress-Down Fridays will be offered on (list specific days).
- Participants will pay \$10 minimum (or best donations) on those days to dress casually/in favorite sports team apparel, etc.
- Participants will turn in funds to their team captain.
- The event will be promoted via email the week before each Dress-Down Friday.
- Team Captains collect and turn in donations and a \$ amount raised is announced at the end of the day/week.

Send Out A Vendor Letter

Steps to success:

- Compile a list of all company vendors, such as janitorial services, food services, tech support, building management, insurance carrier and legal services.
- Write the letter, sharing your team's and your own reason to consider giving. Recommend ask amounts of \$500, \$750 or \$_____.
- Follow up! Contact your vendors by phone and/or email to encourage them to donate to your team.

Use Incentives to Encourage Team Registration & Fundraising

Steps to success:

- Raffle off the following:
 - Wear jeans for the remainder of 2016.
 - The CEO parking space for a month to the team member who raises the most funds that month
 - Lunch with the CEO for the first three team members to raise \$500
 - A day off (with pay!) for the top team fundraiser at the end of the campaign. (Seek Senior Leadership approval.)



Organize a Bake Sale/Lunch Chili Cook-off on a Pay Day

Steps to success:

- The sale or cook-off will be held on (specific day and where).
- Create a list of potential bakers or “chili cooks” and enlist their support.
- Recruit volunteers to take shifts throughout the day.
- The event should be promoted multiple times to all employees by email and flyers on each floor the week before the sale or cook-off.



Dragon Boat Upstate Festival

EIGHT WEEKS OF FUNDRAISING IDEAS TO GET TO GOAL

Week 1

Write a letter about why you are paddling and mail it out to friends, family members, colleagues, etc. Remember: The bigger your mailing list, the more money you'll raise! For large donors, consider including a postage-stamped return envelope, which will expedite their decision and your donations.

Week 2

Use your online Dragon Boat fundraising page. Send a link to your fundraising page to everyone you know. Ask them to sponsor and/or paddle with you. Include the link in your email signature, too!

Week 3

Get your favorite restaurant involved. Ask for an extra line to be added to the customer receipt during a set period of time at your favorite restaurant. Not only can patrons leave their normal tip for the server...they can add a "Dragon Boat donation line" and then the restaurant will give you the total raised at month's end.

Week 4

Tell your Supper Club at the next gathering that it will be for Dragon Boat. Explain to them why you participate and ask if they will sponsor you or join your team and raise money as they join you during your host night. Remember to stop them at the door and get their gift as they enter. You can set a minimum request or best donation as an entry fee.

Week 5

Have a garage sale. Collect old stuff from friends and family. Display Dragon Boat signs to make sure people know that proceeds of the sale will go to fight cancer.

Week 6

TWO WORDS: CAR WASH. Host a car wash at the office on a Friday. Get family and friends to help. Charge a flat rate or best donation.

Week 7

Host a Brown-Bag Day at work. Have employees/co-workers bring a brown-bag lunch and donate the cost of what they would have spent at the cafeteria or restaurant to your Dragon Boat team. You can provide drinks, dessert and/or music to make it a fun atmosphere.

Week 8

Look into matching-grant programs. Wal-Mart, BI-LO and many other companies offer them, so stop in and ask for an application. Also, find out if your spouse/significant other's company has a matching-gifts program.