

Fundraising Resources

The Basics

Show Commitment: Make the first donation yourself. When your team members (and potential donors) see your name and a contribution, they will see how serious you are.

Share with the Group: As you conduct fundraising, share your methods with your team members. By sharing your mail/e-mail campaigns and personal fundraising events, team members will become more comfortable with fundraising for themselves.

Set Goals: Set a team fundraising goal and regularly announce the team's progress through e-mail and on the team webpage.

Ask for Help: Identify a team member to serve as co-captain, or a group of members to serve as a team committee. Ask for help in putting together one or more team fundraising events. Delegate responsibilities.

Double your Pledges: Ask the HR department if they have a matching gift program. Don't forget to inform coworkers who are also teammates about this opportunity. Just by informing them of this, you could double, maybe even triple your team's contributions

Going the Extra Mile

Host a Fundraising Kick-off: Provide breakfast, lunch, or snacks. Use our promotional materials to motivate participants to raise funds and recruit new team members.

Letter-Writing Campaign: A great way for team members to raise big bucks! (See sample letter and download from <https://www.lupus.org/georgia/2021-walker-materials>.)

Hold a Drawing: For every \$50 raised, team members earn a chance to win a prize such as a special home cooked meal or a gift card to their favorite store.

Collection Jars: Place an empty container (water jug/box/bucket) in high-traffic areas to collect coins. You'll be surprised how fast change adds up!

Get Team Sponsors: Ask businesses to sponsor your team in exchange for free publicity. Include sponsor logos on team t-shirts and in a sponsor highlights section of your team emails/webpage. Ask your favorite restaurant or bar to donate a percentage of one evening's income to your team in return for sponsorship privileges. Ask a local band to play for free and sell raffle tickets for great prizes

Use the Power of Social Networking

Once you are registered, you can update your Facebook status or send a tweet, with a link to your personal page. Click on the 'Email' tab in your personal headquarters to see the Facebook and Twitter links.

For event updates, be sure to check out our event page on Facebook and follow us on Twitter