

FUN WALK FUNDRAISING TIPS



Online Fundraising Tips

1. Register online at <https://give.candle.org/2020FunWalk>
2. Once registered, utilize the Participant Center to:
 - a. **Personalize your Page** - so your friends and family know WHY you're walking and WHAT their donation will go towards
 - b. **Email friends and family** - upload contacts and use the email templates to ask for donations AND thank your friends and family who donate
 - c. **Connect to Facebook** - at the bottom of your Participant Center Homepage look for the "Connect to Facebook" box - this enables the Fun Walk site and Facebook to link, making it easier to receive donations from Facebook friends! *Facebook fundraisers are 100% safe AND we get 100% of the donation!
3. Make specific asks: 13th day of the month ask for \$13 to pay for one day of hospital parking; 5 year cancer survivor ask for \$50, etc.
4. Studies Show it takes on average 3 "asks" for someone to donate - you're not being annoying, don't worry!

Unique Fundraising Ideas & Activities

1. **Sales:** bake sale, lemonade stand, t-shirt fundraisers, children's art, jewelry, meals (breakfast tacos, donuts, or pizza at the office!), etc.
2. **Chance to Win or Silent Auction:** every donor is entered into a drawing to win something, or sell chances to win around the office
3. **Post-it Palooza:** write out numbers 1-50 on post-its and take a picture - ask your friends and family to claim a number to donate and challenge them to claim them all!
4. **Fundraising Challenges:** have a friendly competition between the members of your walk team and award the top fundraiser - this can also work along the way (whoever raises the most in the next 24 hours etc.)
5. **Jeans/Gold Days:** ask for donations to wear jeans to the office or school and get a Gold Ribbon in honor of Childhood Cancer
6. **Pay to Play:** putting challenge, cornhole tournament etc. as small or as big as you want!

FUNDRAISING AWARDS

Rookie of the Year - Top Fundraising First Year Walk Team

Coast to Coast - Walk Team with donations from the most states/countries

Top Fundraising Teams

- Top Community Team
- Top 3 Corporate Teams
- Top 5 Family Teams

SPECIALTY AWARDS

In Your Corner - Largest Team (most registered Walkers/Team Members)

Best Team Name

Best Dressed Teams

- Corporate, Family & Community

Most Spirited Teams

- Corporate, Family & Community

Best Team T-Shirts

- Corporate, Family & Community

Awards are given out on walk day and based on fundraising totals from Friday, September 11.

With any questions please contact our office at (713) 270-4700