

SKYLINE plunge! CHICAGO

Planning a Successful Fundraising Campaign

Thank you for your support of Respiratory Health Association of Metropolitan Chicago! Not only are you participating in a fun and unique athletic event, but also you're supporting a great cause—to promote healthy lungs and prevent lung disease.

This document will help you plan your fundraising strategy. You can take these ideas and format them to best achieve your goals! So go ahead, get started, and get excited about what you are about to accomplish—both physically and philanthropically!

Plan your Fundraising Strategy

1. **Create your list of donors.** This list is the most important tool in your fundraising campaign. Create a list of all prospective people who might be willing to sponsor you in the Climb. Think of anyone you know - friends, family, physicians, co-workers, church members, neighbors, clients, etc. The more people you contact, the easier it will be to reach your goal! You will be surprised by your results, and your contacts will feel privileged to support your efforts for such a worthy cause.
2. **Set Your Fundraising Goal.** Now that you have a list of donors...set your personal fundraising goal! What if everyone on your list of donors gave \$10? What if they each gave \$20? Challenge yourself with a high goal!
3. **Create a Schedule.** Similar to a sports training schedule or work schedule, you'll need to create a fundraising schedule. Start early so you can set realistic goals and deadlines. Familiarize yourself with the tools available to you online by logging in to your account. If you are short on time, focus on writing letters or sending emails to your list of donors. Sending emails more than once to those you haven't heard from has a positive result.
4. **Keep Good Records and Follow Up.** Keep good records by inputting all offline donations of checks or cash into your website before sending them to Respiratory Health Association. That way, you'll have an accurate and up-to-date record of your both your on-line and off-line donations.
 - Log in to your account by entering your username and password you selected during registration.
 - On the left-hand side, click on "Manage Cash and Checks". This is where you add your offline donations. (It will also help speed up the process of crediting the donations to you once they are received by Respiratory Health Association.)
 - Be sure to send thank you notes to your sponsors. Tell them how much their support means to you and to people affected by lung disease.
 - Respiratory Health Association will send an electronic thank you letter to your donor.

Ways to Raise Support

The E-mail or Letter Writing Campaign

This is a great way to jump-start your fundraising campaign. Using your personal list of potential donors, contact them by email or mail about supporting your efforts. Not only do your friends and family love to hear what you are up to, but this is also a quick and easy way to meet your goal. (You can send emails directly from your web page by logging into your account from the Skyline Plunge! Chicago website.)

When writing text for your website or for your letter, you can follow these simple steps:

- **Introduction**— Introduce what you are doing and why it's important to you. Make this appeal personal. Why are you taking the plunge? If it's to honor or in memory of a loved one, consider sharing that story. People will respond when they understand why you are asking for their support.
- **Who Benefits**—Talk about Respiratory Health Association. Go to www.lungchicago.org to learn more about what we do. Familiarize yourself with all the programs and advocacy your fundraising will support. Tell your potential donors how important their donation will be in moving forward our mission.
- **Send a photograph**— Create a personal connection through a photograph. Post a photo of the friend or loved one in whose honor or memory you are participating for or of yourself. If you're writing a letter, include a copy in the letter as well. This gives your friends something to hold on to and something to connect with this cause.
- **Request their support**—Invite friends to get involved by making a contribution. Let them know they may make a donation online by going to your website, or they may send a check to Respiratory Health Association.
- **Thanks**—Be sure to thank everyone in advance for their consideration of your request. Thank them again if they make a donation. You truly cannot thank people too much for their generosity.

Matching Gifts Program—Ask if your place of employment has a matching gifts program. If so, you can double or even triple your fundraising dollars. Ask your donors as well; they may have a program through their own employer. Companies encourage their employees to participate in the community. They are happy to provide you with some simple paper work to process the matching gift.

Other Fundraising Suggestions...

Find one that will work for you!

1. **Dress-down day:** If you attend a school that requires a uniform or work in a corporation that does not allow jeans, allow one day where you can dress down and wear whatever you like. Charge each person who wants to participate—\$5-\$10 is a good amount.
2. **Take the stairs:** Everyone who chooses to use the elevator at work instead of the stairs (excluding those with disabilities) must pay a fee. What a workout!
3. **Pancake breakfast:** Make a pancake breakfast at your school or work cafeteria, place of worship, or even your own home! Charge others to enjoy your home cooking!
4. **Coffee morning:** Encourage a nearby coffee shop to come in for the morning and provide coffee and treats to your co-workers. Everyone who wishes to relax and enjoy the coffee must pay a flat fee. Arrange that the coffee shop donate some of the profits to the RHAMC. Plus, the coffee will energize everyone for a productive day!
5. **Last one in:** Charge those who come to work late a small fee. Keep this up for a month and you will have raised a great deal of money! Also provide a prize for those people who arrive on time everyday for that month such as a free lunch or leaving work early.
6. **Raffles:** Contact local shops about donating raffle prizes, and sell raffle tickets. Make sure you let the local shops know that their donation is tax deductible! Or talk to your company personnel about raffling off an extra day off or a long lunch break.
7. **Jellybean count:** Fill a large jar with jellybeans (or another tasty treat!) and have people donate to guess how many there are in the jar. You can put this out at lunchtime, at a meeting, or even at the front desk so people notice when entering the building.
8. **Theme party:** Decide on a fun theme such as a masquerade ball, 80's party, or dress as your favorite movie star. Charge an entrance fee to cover any food/beverage expenses and explain where the remainder of the money is going.
9. **Games Night:** Organize an evening of board games or a night of trivia and ask for a donation from those who attend.
10. **Book sale** Ask all your co-workers, friends, and relatives to donate their old books. Advertise your book sale by means of posters and flyers. Set up a table and sell books. If there are leftovers, you can always give them to a needy library, shelter, or school.
11. **Concession stands:** Ask your favorite sporting venue to allow you to serve concession stands one evening. Arrange a deal to receive part of the profits or put out a tip jar explaining why you are raising money.
12. **Parking space contest:** For those who have strict parking at your office building, hold a contest to see who can raise the most money in one week. Whoever wins gets to park in the best parking space available. You can determine whether the person parks there for a day, week, or even month!
13. **Eating marathon:** Have a pie eating, hot-dog eating, or ice cream-eating contest. You can charge people to participate or to watch, or you can make all participants obtain pledges.
14. **Perform a free service for donations:** Mow the lawn, baby-sit or walk dogs. Friends, family and neighbors are always looking for some extra help. Lend a hand in exchange for their donations.
15. **It's Party Time!** Host a party at your home or at a local restaurant or bar with food and/or drinks. Charge a cover to guests and put the proceeds to your campaign. Entertain your guests by having card, drinking or fun games or tournaments.