



**National  
Multiple Sclerosis  
Society**

## **Fundraising Tips**

**Make Your Own Contribution** Lead the way by making your donation first.

**Personal Participant Center** One of the great features of our website is the personal Participant Center, where you can upload a photo of yourself or your team, write about your mission and reason for participating to increase your fundraising goal. From this site you can send an email to everyone on your contact list and invite them to visit your Personal Page. You can also keep track of offline donations you receive by entering them into your account.

**House Party** This is a sure-fire way to raise money. Collect donations and entertain at the same time. Create a theme (like a costume party) and have fun!

**Corporate Matching Gift** Ask your company to match the donations you receive from your fellow coworkers.

**Your Friend's Matching Gift** Ask a friend to see if they can investigate getting their company to match donations.

**Corporate Sponsorship** Identify one or several major companies in your area and contact them directly. They may be willing to support you.

**Garage Sale** Do you really need that extra stuff taking up space in your garage, attic and/or basement? Gather it and ask your friends to do the same. Then pick a Saturday or Sunday, put your stuff in the front yard and sell! Be sure to post a sign -- "Sale benefits the National MS Society." All the money raised can go toward your fundraising goal!

**Bake Sale** Become Martha Stuart or Rachael Ray and host a bake sale with your friends - have it in conjunction with your garage sale.

**The "Extra Change in My Pocket" Box** Create boxes for your friends and family to place on their dresser or desk. At the end of the day, they can drop their spare change in the box.

**Start Your Own Extra Change Box** Keep a jar near your door and put all your extra coins in it...it adds up. Or put it on your desk at work - others will join you.

**Office Fundraising Challenge** Create an office challenge by having coworkers work together on teams to fundraise! The highest fundraising team wins movie passes or a lunch on you.

**Answering Machine Message** This will alert everyone who calls you at home that you're up to something special! Let them know you need their support!

**Return Address Labels** Print return address labels for your outgoing mail. Print something like, "I'm participating in Walk MS/Bike MS, will you sponsor me?" You may want to include a donor form and a self-addressed envelope to make it easy for others to donate.

**Internet Chat Rooms** Post a message on an Internet chat room and share the link to your online Personal Page. You will be amazed at how many people are willing to support a cause just because you asked.

**Ask Your Local Waiters and Waitresses to Donate a Portion of One Day's Tips to Your Cause.**

**Ask Your Local Bartender to Donate a Portion of One Day's Tips.** You can create a sign for the bartender to place on the bar stating "All tips collected tonight will go directly to (Name) who's participating for a world free of MS." If patrons see the sign, they may be willing to dig a little deeper into their pockets!

**Ask Your Local Restaurants to Place a Collection Jar at the Front of the Restaurant.** Check with the restaurant manager. They may be willing to place the jar in a high-traffic area so patrons can see it.

**Fundraising Dinner at Your Local Favorite Restaurant** Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the donation forms!

**Happy Hour Party** Create a unique t-shirt that supports you (or your team) in Walk MS/Bike MS and invite all your friends (and their friends) to sign it. Charge \$10 per signature. You'll end up with a great shirt to wear on event day.

**Theme Party/Dinner** Hold a theme party for ten or more of your friends. Have each guest donate \$50, spend no more than \$20 per person on food and you'll have \$300 or more in donations by the end of the night.

**Movie Ticket Donation** Ask your local movie house to donate several movie tickets. Auction them off and put the money toward your goal.

**Host a Movie Party at Your House** Pick up a new release at your local video store, make some popcorn, pick up some drinks and invite your friends and family over for a show. Charge an admission fee to attend the party.

**Have a Local Theater Donate Tickets to a Performance** Ask a local theater to donate tickets to plays or musical and auction them off.

**Birthday Gift Donation** It will be a lot easier for your friends and family to write you a birthday check instead of spending hours trying to shop for you! And then you can donate the amount to your fundraising total.

**Delegate** Give ten of your friends ten donation forms each and ask them to help raise money for you.

**Creative Friends** Find a local artist or ask a creative friend if they would donate a piece of art or jewelry that you could auction. Or, see if they would be willing to create mass quantities that you could sell and keep a portion of the proceeds for your fundraising total.

**House Warming Party** Are you moving anytime soon? If so, ask your friends to make a donation instead of purchasing a gift for your new place.

**"Support Me" Letters** Share your story with family and friends. Tell them why you're participating and ask them to sponsor you. Be sure to include a self addressed stamped envelope. Find sample letters in the Fundraising section of both Walk MS and Bike MS websites.

**Signing Your Correspondence** Add a short sentence at the bottom of your email signature (if applicable) saying that you're participating in Walk MS/Bike MS and ask for a donation. Include an email link to your personal or team page.

**Business Cards** Print up some inexpensive business cards – you can even do it on your own computer. Have all the pertinent information on the card including your name, the name of the event, and your address and the link to your personal or team page. Hand these out to everyone you meet!

**Travel Agency** Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.

**Doctor/Therapist/Veterinarian/Insurance Agent** Ask him/her to write a check for you instead of the other way around!

**Dentist** Hopefully you won't have to pull teeth to get him/her to help you out.

**Chiropractor** They've cracked your back. Now ask them to crack open their checkbook and make a donation.

**Yoga Instructor** You've bent over backward for your instructor, now it's time for your instructor to do the same for you!

**Radio Station** Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Listeners can visit your personal fundraising page online and support you!

**Gym** Ask your gym to place a collection jar at the front desk! Leave a stack of donation forms at the counter as well.

**Spinning Class** Have a stack of donation forms with you and ask your spinning instructor to make an announcement in class. Even better, have your spinning class join you in Walk MS/Bike MS.

**Hair Salon** Ask your barber or hairdresser to donate \$2 of every haircut he or she complete over one weekend.

**Picnics** Hosting a picnic during a national holiday is a great time to raise some money!

**Mow-a-Thon** Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for \$50.

**Neighbors** Write to all your neighbors on your block or in your building. Attach a letter stating what you're doing and ask them to make a donation.

**Free Rent** Ask your landlord to donate one-month's rent to the cause!

**Good Karma Tipping Jar** Ask local businesses to put a collection jar near the register or front counter. Tape to the jar a picture of yourself and a short explanation of why you're raising money.

**Errand Boy/Girl** Offer to be your friends' and/or coworkers' personal assistant for a day (or maybe for just a few hours) in exchange for a large donation - maybe \$250 or more!

**Garden Tour** Check with a local historical society to see if they would sponsor a garden tour of one or several homes in your area. Promote the event in local newspapers.

**Meet the Press** Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these...it's a perfect way to spread the word!

**Babysitting** Offer up your services and let your friends have a nice, quiet night out of the house!

**Pet Sit** Are your neighbors going away and don't want to leave their pet(s) at the kennel? Again, offer your services and charge them what they would have paid at the kennel, then donate it to your fundraising total!

**House Sit** Are your friends going out of town for awhile? Maybe they need a warm body to stay at their place while they're away.

**Neighborhood Chores** Are you a Mr. or Ms. Fix-It? Many of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood or place notes in mailboxes advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.).

**Karaoke Night** Who cares if you can't carry a tune? Spend a Friday night at a Karaoke bar and sing for pledges!

**Talented Friends** Do you have a little piano bar in your neighborhood and a talented piano-playing friend? Ask the owner to let you bring some friends in one night for a cocktail and piano night. Charge anyone who attends and let them know that it's a fundraising event for Walk MS/Bike MS.

**eBay Giving Works** Gather up goods from you and your friends and auction them on eBay.

**Company Vacation Days** Ask your boss or human resources director if he or she can swap one of your vacation days for a day's pay.

**Sell Walk MS/Bike MS Cut-outs** Call the Ohio Valley Chapter office (513-769-4400), request Walk MS/Bike MS Cut-outs and ask an area retailer to sell your cut-outs to customers for \$1.

**In Memory Of...** If you're participating in memory of someone, include a picture of you with your loved one in your pledge letter, on posters, etc.

**Donations for each mile you walk/ride** Ask people to pledge an amount for each mile of Walk MS/Bike MS.

**Host a Drawing at Work.** Ask friends to help gather raffle items for a company raffle. Advertise the Drawing in your interoffice communications, company newsletter, blast emails, meeting agendas, etc. Don't forget to post a sign in your cube, office or lunch room!

**Television Show Finale Party** It would be fun to gather a big group of friends together to tune in to watch a big season or series finale. Of course, charge them at the door and put the money toward your fundraising total.

**Game Night** Get out those board games and start playing! Break into teams and let the fun begin.

**Host a Poker Game** Call your card-playing friends and invite them over for poker night! Charge admission for the evening to put toward your fundraising total.

**Bowling Nights** Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling. Collect donations, and you're closer to reaching your goal!

**Used-Book Sale** Everyone has books that have been sitting on shelves, in the attic or in the basement collecting dust. Ask your friends, family and neighbors to donate books they no longer want and set up a weekend book sale in your front yard. Don't forget to post a sign saying that the proceeds will benefit the National MS Society.

**Local Stores** Ask a local store manager what the hot-selling item is these days and then ask if he or she would be willing to donate a percent of the sales from that particular item to you.

**Curse Jar** Place a curse jar in your office and whenever someone says a bad word he or she must open up his or her wallet, grab a dollar and put it in the jar.

**Dress Down Day** Ask your company to allow an official Walk MS/Bike MS Dress Down Day. For the privilege of dressing down, employees donate \$10 toward Walk MS/Bike MS.

**Company Grants** Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at the National Multiple Sclerosis Society office and get paid grant money (donations!) for the work. You may need a letter from us stating that you'll be volunteering in the office, and we'd be happy to make that happen.

**Place of Worship Bulletin** Place an advertisement in your place of worship's bulletin/newsletter letting members know what you're up to! Or better yet, invite them to join you for Walk MS/Bike MS!

**Is There a Teacher in the House?** Get your students to help you fundraise. Kids are incredibly creative and cute!

**Other Parents** If your kids play in soccer leagues or any other sports teams, distribute your donation forms to the other parents at the event.

**GO Along** Ask a potential donor to join you on a fitness walk or ride. He or she may be more willing to donate once he or she fully understands what you are committed to doing.

**Remind Them** If you didn't receive an answer the first time you asked, ask again! Your potential donor may need a little coaxing.

**Inspirational Bookmarks** Create them and sell them to your friends and family.

**Universities and Colleges** Contact your local schools and ask if you can put an advertisement in their school newsletter or newspaper asking for donations. Some of the organizations may even invite you to make a short presentation.

**Computer Screen Savers** Create a Walk MS/Bike MS Screen Saver and send it to everyone in your company! Or simply create a text screen saver on your own computer that others will see when you're away from your desk!

**Mechanics** You've given them lots of money to work on your car. Now it's time for them to give a little back to you!

**Rock On!** If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to the National Multiple Sclerosis Society.

**Tell Your Story** The more you talk about your upcoming adventure, the more people will share in that excitement and want to support you.

**Children's Party** Throw on that Dora the Explorer outfit and get out there! The kids will be having fun as their parents are writing you donation checks!

**Wine and Cheese Party** Host a party at a local restaurant and ask the owner to donate the wine and cheese.

**Temporary Tattoos** Swap a temporary tattoo for a donation.

**Do you have a favorite magazine?** Call the editor and ask him or her to sponsor you for Walk MS/Bike MS. If you've subscribed to a specific magazine or local newspaper for a long time, they may be willing to give something back to you.

**Fraternities and Sororities** Contact the National Chapter of your Fraternity or Sorority and ask them to make a donation.

**Alumni Organizations** Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.

**Ask for the Right Amount** Take a good look at whom you're asking for donations and make sure you ask for the right amount. Don't ask for \$100 if you know someone could pledge \$1,000.

**Organize a Block Pot Luck** Ask guests to bring a dish and a check!

**Be a Massage Therapist for a Day** For every contribution of \$100, offer a massage to the donor.

**Pizza Party** Check with your local pizzeria to find out if they will support a special coupon night benefiting the National MS Society. First, you create a coupon and distribute to your friends and family then you get part of the sales from that night's coupon pizza purchases.

**Clubs and Organizations** Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.

**Shop at Wal-Mart** Some Wal-Mart stores have a Sunshine Fund to support individuals in the community.

**Drawing** Everyone that contributes is entered into a drawing to win a special item such as a homemade quilt or baseball tickets.

**Ask Someone You Don't Know for Money!**

**Send Reminders** Remind people to support you in your fundraising efforts.

**Write to your local politicians** You supported them; don't you think they should support you?

**Send a Letter or Email to Everyone You Know Asking for Support!**

**Try Fundraising Companies** Purchase flower bulbs and sell them to friends and family so you receive a portion of the profits. Or, try selling candy (you see basketball teams doing this all the time), wrapping paper, nuts or calendars. Companies offer these fundraising packs year-round.

**Start Now** The earlier you begin fundraising, the better off you'll be.

**Ask As Many Times as You Can** Then ask again!