



## Maximize Your Fundraising Efforts with These Great Tips!

- Set up your 30<sup>th</sup> annual AIDS Walk Colorado fundraising page at [www.AIDSwalkcolorado.org](http://www.AIDSwalkcolorado.org). The sooner you set up your page, the longer you'll have to fundraise!
- Check to see if your employer has a **matching gift program** (remember to ask your donors about this too).
- Sponsor yourself. People are more likely to give if they see your commitment.
- Set a fundraising goal and share it with those you ask to sponsor you. Let them know how close you are to reaching your goal.
- Ask for amounts that are easy to give. Ask for specific amounts or provide several giving options.
- Always be prepared with a pledge form or to give out the web address of your personal fundraising webpage – you never know when you might run into a potential donor! **Pledge forms** and “**Visit My AIDS Walk Webpage**” **cards** can be downloaded from the AIDS Walk Colorado website under Tools as part of the Fundraising Kit.
- Let everyone at work know that you're participating in AIDS Walk Colorado by posting a sign at your desk, by the elevator, copier or in the break room. Ask your co-workers to support you, or join your team and walk with you.
- Include information about AIDS Walk Colorado and a link to your personal donation page in your email signature.
- **ASK, ASK, ASK!** The number one reason people do not give is that they were not asked. It is important to remember that people want to support worthy causes and they also enjoy supporting their family, friends, and neighbors – You are providing them with an opportunity to do just that.

## Follow These 10 Easy Steps to Raise \$1,000 in 1 Week!

Action	Total
1. Sponsor yourself for \$25	\$25
2. Ask 5 family members for \$25	\$150
3. Ask 10 friends for \$20	\$350
4. Ask 5 co-workers for \$10	\$400
5. E-mail 12 people asking for \$25	\$700
6. Ask 5 neighbors for \$10	\$750
7. Ask 2 local businesses you frequently patronize for \$25	\$800
8. Ask 5 members of a club or organization that you are a member of for \$10	\$850
9. Select 1 person or organization in your life and ask them to sponsor you at \$50	\$900
10. Select 1 person or organization in your life and ask them to contribute \$100	\$1000!

**Are you a new fundraiser to AIDS Walk Colorado?  
Get started by taking on the Red Ribbon Challenge and set a fundraising goal of \$100!**



Beginning a fundraising campaign can sometimes seem like an overwhelming experience. But, if you set an easily attainable goal and break that goal down in to even simpler steps, you'll find that fundraising is not only easy, but is also a fun way of connecting with people that you know and getting them involved in a cause that you support.

Here's an easy way to raise \$100 in one day:

- Donate \$20 to yourself
- Ask 2 people you know to donate \$20 each to your challenge
- Ask 4 people you know to donate \$10 each to your challenge

**That's \$100!**

Now imagine if all 8,000 people in attendance at this year's AIDS Walk Colorado took the Red Ribbon Challenge. That would mean a fundraising total of at least \$800,000 to support services in our community for people living with HIV & AIDS, and to increase awareness and prevention of the disease.

Look at it this way: Raising \$100 would mean more housing provided to get people off the streets; More meals served in the Food Bank; More free HIV tests administered so that people know their statuses; More transportation available to get to medical appointments; More counseling services offered to individuals dealing with new diagnoses or recent losses due to AIDS complications; and more education services to at-risk populations to decrease the number of new infections.

This is all possible, and easily done by taking on the Red Ribbon Challenge.

It's a challenge to get everyone you know to support what you believe in.

It's making a commitment to fighting AIDS in our community.

It's easy to do.

It's fun!

Remember, when you raise \$100, you receive the official commemorative AIDS Walk Colorado T-Shirt to wear with pride at the event and after, letting everyone you see know that you made a difference in the lives of people living with AIDS in our community.

## Try getting creative in your fundraising efforts and see how successful you can be!

- Hold a Garage Sale / Bake Sale / Car Wash
- Baby-sit / House-sit / Pet-sit for Friends and Family
- Dog Walk for Friends and Family / Host a Neighborhood Dog Wash
- Do Yard Work / Odd Jobs / Clean House for Friends and Family
- Host a Dinner Party / Cocktail Party / BBQ/ Progressive Dinner / Picnic
- Host a Game Night/ Scrabble Tournament / Poker Tournament
- Host a Spaghetti Dinner / Pancake Breakfast
- Host a Chili Cook-off / Best Pie Contest
- Host a Cake Walk / Cake Sale at Work
- Host a Movie Night / Video Game Night
- Hold a Softball / Volleyball / Soccer / Kickball Tournament
- Sell Your Specialty (i.e. Pies, Jam, Pizza, Stew, Sushi, Homemade Candy)
- Get in shape and ask people to pledge towards your physical challenge accomplishments (\$1 for every mile that you run, 50 cents per pushup, \$5 for every pound lost, etc...)
- Organize a "Dress Down" Day / "Penny War" at Work
- Sell Your Skills (i.e. Sewing, Auto-Maintenance, Candle-Making, Woodworking)
- Include AIDS Walk Colorado on your e-mail signature and voicemail message
- Do you have an anniversary or birthday coming up? Ask your friends and family to donate to AIDS Walk Colorado as a gift to you.

### Especially For Kids

- Host a Lemonade Stand
- Put on a Talent Show / Puppet Show / Play for Family, Friends, and Neighbors
- Sell Homemade Greeting Cards or Macaroni Necklaces.

**These are just a few ideas to get your creative juices flowing. Be creative in coming up with other fundraising ideas!**

## Keep in Mind...

- **Not everyone will have the same response.** If you are getting all "no" or all "yes" responses, you are not asking enough people.
- **People are busy.** If you do not receive a response to a phone call or e-mail right away, it is good to follow up. Even people that are very excited to support your efforts may need reminding.
- **Most people can and will give.** It is important to remember that every single dollar you raise translates directly into services for people living with HIV and AIDS. That means that every donation, whether \$1 or \$1,000 matters. With that in mind, please do not make assumptions about who can give or how much they can give. Provide everyone the opportunity to contribute to your fundraising efforts and be open to all levels of support.
- **Giving feels good.** People enjoy the feeling of supporting great causes, as well as the people in their lives. It is important to always honor and acknowledge such generosity with a thank you. Help your donors know how great it feels for you to have their support and how much of a difference they are making in the lives of people living with HIV and AIDS with a written acknowledgement.

**Start Fundraising! Good Luck!**