

55 FUNDRAISING IDEAS TO HELP YOU MEET YOUR GOAL.



**National
Multiple Sclerosis
Society**

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Suite 302
Timonium, MD 21093

tel 443-641-1200
fax 443-641-1201

WALK MS

WalkMSMaryland.org

BIKE MS: CHESAPEAKE CHALLENGE

BikeMSMaryland.org

CHALLENGE WALK MS: CHESAPEAKE CHALLENGE


ChallengeWalkMSMaryland.org

BIKE MS: BIKE TO BORDEAUX

BikeMSVineyard.org

CLICK ON "FUNDRAISING" FOR MORE TIPS

- 1. START NOW:** The earlier you begin fundraising, the better off you'll be. You'll be able to go way beyond your pledge minimum and then you can focus on your training.
- 2. HOUSE/DINNER 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. For a twist, host a dinner party. Invite 10 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 pledges by the end of the night.
- 3. 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 a little bit about your reason for participating, and create a fundraising goal. You can also send out fundraising emails, track your donations and more.
- 4. CORPORATE MATCHING GIFT:** Ask your company to match the amount of pledges you receive from your coworkers and ask all donors if their company has a matching gift program.
- 5. 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 MS Society office and get paid grant money (pledges!) for the work. You may need a letter from us stating that you'll be volunteering in the office, which we'd be happy to provide.
- 6. CORPORATE SPONSORSHIP:** Identify one of several major companies in your area and contact them directly.
- 7. FUNDRAISE WITH SOCIAL MEDIA:** Utilize your online networks to raise money towards your goal with Facebook, Twitter, LinkedIn, etc. 


- 8. COLORFUL SPONSOR LETTERS:** Stand out among bills and junk mail and print your fundraising letters on colored paper. Send them in colored envelopes too.
- 9. SIGNING YOUR CORRESPONDENCE:** Add a short sentence at the bottom of your email signature saying that you're participating in "event name" and ask for a pledge. Include a link to your personal or team page.

- 10. 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.
- 11. MEET THE PRESS:** Does your company distribute a newsletter? Does your company have intra-office email? Take advantage of these...it's a perfect way to get the word out and even get your company involved.
- 12. GET AN ARTICLE IN YOUR LOCAL PAPER:** Call us at 443-641-1200 to talk about media outreach opportunities in local newspapers and how to successfully get your story placed. Include information about how people can contribute. And have a photo ready to go!
- 13. PLEDGES FOR EACH MILE YOU WALK/RIDE:** Ask people to pledge an amount for each mile of the event route. For example: three miles at \$50 per mile and you will receive \$150.
- 14. RAFFLE:** Everyone that contributes is entered into a raffle to win a special item such as a homemade quilt or baseball tickets. Ask a local store manager what the hot-selling item is these days and see if he or she would be willing to donate a percent of the sales from that item to you or donate one to be raffled.
- 15. GARAGE SALE:** Do you really need all that extra stuff taking up space in your garage, attic and/or basement? Gather it up and ask your friends to do the same and pick a weekend to sell.
- 16. BAKE SALE:** Become Julia Child or Mrs. Fields and host a bake sale with your friends. Hold your bake sale at a garage sale, work, school or religious organization's function.
- 17. THE "EXTRA CHANGE IN MY POCKET" BOX:** Create little boxes for you, your friends and family and have them place it on their dresser, desk and at work to collect spare change. It can add up quick.
- 18. VOICE MAIL MESSAGE:** This will alert everyone who calls you that you're up to something special! Let them know that you need their support!

19. YOUR LOCAL RESTAURANT:

1. Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the pledge cards. 2. Ask if you can place a money jar at the front of the restaurant: Check with the manager. They may be willing to place the jar in a high-traffic area so lots of patrons can see it.

20. ASK YOUR LOCAL SERVER/ BARTENDER TO DONATE A PORTION OF ONE NIGHT'S

TIPS: You can create a sign for the bartender to place on the bar stating "All tips collected tonight will go directly to _____, who's raising money for people living with multiple sclerosis." If patrons see the sign, they may be willing to dig a little deeper into their pockets.

21. GUEST BARTENDING: Ask your local watering hole if you can come and work behind the bar and donate all tips you make back to the Society. Most bars will also agree to drink specials for the occasion. Create a sign for the bar stating that "All tips collected tonight will go directly to _____, who's raising money for people living with multiple sclerosis." Invite all your family, friends and their friends to come out.

22. HAPPY HOUR PARTY:

Invite all your friends (and their friends) to a local bar or restaurant for happy hour. Call the location ahead of time and set up a drink and appetizer special. Get your friends to sign your past event MS T-shirt for \$10 per signature. Not only will you have a great fundraiser, you'll end up with a great shirt to wear on event day.

23. MOVIE/PERFORMING ARTS TICKET DONATION:

Ask your local movie house or theater to donate several tickets. Auction them off and put the money toward your pledges.

24. 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 the night. Charge \$5 and have plenty of pledge cards out!

25. GAME NIGHT: Get out those board games and start playing! Break into teams and let the fun begin.

26. HOST A POKER GAME: Call your card-playing friends and invite them over for poker night!

27. BIRTHDAY OR HOLIDAY

GIFT PLEDGE: 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 pledge total.

28. DELEGATE: Give 10 of your friends 10 pledge cards each and ask them to help raise money for you.

29. 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 off. Or see if they would be willing to create mass quantities that you could sell and keep a portion of the proceeds for your pledge total.

30. TRADING CARDS: Order trading cards from our website and customize with a sticker on the back with information on how to give.

31. RETURN ADDRESS LABELS: Print return address labels for your outgoing mail. Print something like, "I'm [walking/riding] to end MS. Will you sponsor me?" You may want to include a pledge card and a self-addressed envelope to make it really easy for them to donate.

32. 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.

33. DOCTOR/VETERINARIAN/INSURANCE AGENT: Ask them to write a check for you instead of the other way around.

34. RADIO STATION: Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Pledges can be sent directly to the National MS Society office.

35. GYM: Ask your gym to place a pledge jar at the front desk! Leave a stack of pledge cards at the counter as well.

36. HAIR SALON: Ask your barber or hairdresser to donate \$2 of every haircut they complete over one weekend.

37. PICNICS: National holiday picnics are a great place to raise some money.

38. 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.

39. NEIGHBORHOOD CHORES:

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

40. 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.

41. PET SIT: Are your neighbors going away and they don't want to leave their pet(s) at the kennel? Again, offer up your services and charge them what they would have paid at the kennel and donate it to your pledge total.

42. EBAY.COM: Gather up goods from you and your friends and auction them off on eBay.

43. COMPANY VACATION DAYS: Ask your boss or human resources director if they can swap one of your vacation days for a day's pay.

44. DRESS DOWN DAY: Ask your company to allow an official Dress Down Day. For the privilege of dressing down, employees pledge \$10 or \$20 toward the event.

45. SELL SNEAKERS/WHEELS: Contact our office for paper sneakers or bike wheels and sell to family, friends and neighbors. You can even get your local grocery store to participate and raise money at check-out.

46. ASK A POTENTIAL DONOR TO TRAIN WITH YOU: He or she may be more willing to donate once they fully understand what you are committed to doing.

47. BOWLING NIGHTS: Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect that money and turn it into pledges.

48. 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. Put up some signs so people will know where the money is going and once they know, hopefully they'll give you even more.

49. RELIGIOUS ORGANIZATION

BULLETIN: Place an advertisement in your organization's bulletin/newsletter letting the congregation know what you're up to! Or better yet, invite them to join you.

50. 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 MS Society.

51. MILE MARKERS*: Reach out to local businesses you frequent and ask if they would like to purchase a mile marker to be displayed along the event route. Visit our website and click on "Fundraising for more details.

52. ALUMNI ORGANIZATIONS, FRATERNITIES AND

SORORITIES: Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations. In addition, contact the national chapter of your fraternity or sorority and ask them to make a donation.

53. ASK FOR THE RIGHT

AMOUNT: Take a good look at who 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.

54. CLUBS AND

ORGANIZATIONS: Send a letter requesting a donation to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.

55. ASK AS MANY TIMES AS YOU CAN, THEN ASK AGAIN!

VISIT "FUNDRAISING" ON THE
EVENT WEBSITE TO DOWNLOAD THE
TOOLS REFERENCED IN THIS LIST.

ABOUT MULTIPLE SCLEROSIS

Multiple sclerosis, an unpredictable, often disabling disease of the central nervous system, interrupts the flow of information within the brain, and between the brain and body. Every hour in the United States, someone is newly diagnosed with the disease. Symptoms range from numbness and tingling to blindness and paralysis. The progress, severity and specific symptoms of MS in any one person cannot yet be predicted, but advances in research and treatment are moving us closer to a world free of MS. Most people with MS are diagnosed between the ages of 20 and 50, with at least two to three times more women than men being diagnosed with the disease. MS affects more than 400,000 people in the U.S. and over 2.1 million worldwide.

ABOUT THE NATIONAL MULTIPLE SCLEROSIS SOCIETY

MS stops people from moving. The National MS Society exists to make sure it doesn't. The Society addresses the challenges of each person affected by MS by funding cutting-edge research, driving change through advocacy, facilitating professional education, collaborating with MS organizations around the world, and providing programs and services designed to help people with MS and their families move forward with their lives. In 2010 alone, through its national office and 50-state network of chapters, the Society devoted \$159 million to programs and services that assisted more than one million people. To move us closer to a world free of MS, the Society also invested \$37 million to support 325 new and ongoing research projects around the world. The Society is dedicated to achieving a world free of MS. Join the movement at nationalMSSociety.org.

Early and ongoing treatment with an FDA-approved therapy can make a difference for people with multiple sclerosis. Learn about your options by talking to your health-care professional and contacting the National MS Society nationalMSSociety.org or **1-800-FIGHT-MS** (344-4867).