

# 25 Fundraising Ideas

1. **Start NOW!**- The earlier you begin fundraising the better off you will be. You'll be able to go way beyond your pledge minimum and then you can focus on your training.
2. **Request**- Send a letter or email asking for a donation from EVERYONE you know.
3. **Share the Walk**- Tell your story. The more you talk about your upcoming adventure, the more people will want to share in that excitement with you (and pledge more).
4. **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 they can pledge \$1,000.
5. **National MS Society Programs** - Get to know them well. You'll be asked where the money is going and it will be very impressive to a potential donor if you speak eloquently about it.
6. **Make your own contribution**- Lead the way by making your pledge first.
7. **Update**- Send updates on your training/fundraising and a reminder on how to support your efforts
8. **Social Media**- Post a link to your fundraising page on Facebook with a message about why you're walking. You may be surprised at who donates! Download our easy-to-use Facebook fundraising tool from your Participant Center to make it even easier.
9. **House Party**- This is a sure-fire way to fundraise. The MS Staff will be happy to give you some tidbits.
10. **Corporate Matching Gift**- Many companies have a matching gift program. Ask your company to match the amount of pledges you receive from your fellow co-workers or ask a friend if they can investigate getting their company to match your pledges.
11. **Bake Sale/Garage Sale**- Become Julia Child (and ask your friends to do the same) and host a bake sale. You can even have it in conjunction with a garage sale. It's a fact that people will buy more stuff on a full stomach.
12. **Extra Change in my Pocket Box**- Create these little boxes for you, your friends and family and have them place it on their dresser or desks. At the end of the day, they can drop spare change in the box.
13. **Office Fundraising Challenge**- Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the "winner" a prize. Maybe some movie passes? Gift certificate to dinner?
14. **Theme Party/ Dinner**- Hold a theme party for 10 (or more) of your friends. Donation: \$50 per person. Spend no more than \$20 per person on the food and you'll have \$300 (or more) in pledges by the end of the night.

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15. **Birthday gift pledge**- This is a very simple way to raise money and it will be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you.
16. **Signing your correspondence**- Get in the habit of signing your emails by attaching a link to your personal fundraising page. You'll be surprised how many people will ask you about the event and how they can help out.
17. **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, name of the event and you address. Hand these out to everyone you meet.
18. **Neighbor**- Write to all your neighbors on your block (or in your building). Attach a letter stating what you're training or and ask them to make a donation.
19. **Errand Boy/Girl**- Offer to be your friends and coworkers personal assistant for a day (or maybe a few hours) in exchange for a large donation. Maybe \$250 or more.
20. **Babysitting**- Offer up your services and let your friends have a nice, quiet, night out of the house.
21. **Pet Sit**- Are your neighbors going away and don't want to leave "Spot" at the boarding facility? Offer your services and charge then what they would have to pay at the facility.
22. **Ebay.com**- Remember the garage sale idea? How 'bout rounding up the goods from your friends and putting it all on Ebay.com to be auctioned off.
23. **Sell feet**- Contact us for some paper feet to sell to your supporters for \$5 each.
24. **In memory of**- If you are walking in memory of a loved one, include a picture of you with your loved one in your pledge letter, on posters, etc.
25. **ASK! ASK! ASK! ASK! ASK! ASK!**- And ASK again!