

active giving



Fundraising Sample Plan

As a way to ensure your success, we have provided you with a guaranteed successful plan. Use this as a way to get started. As you get going try to triple the goals on this plan!

Sample 8 Week Plan

Week 1: Sponsor yourself for \$25.....\$25

Week 2: Send emails to Friends and Family.

- Ask 4 family members for \$25.....\$100
- Ask 5 friends for \$15.....\$75

Week 3: Ask 3 Coworkers to sponsor you for \$25

- Ask your boss or HR department about your company's matching program.....\$25

Week 4: Send a mass email to all your contacts, updating them on your progress.

- Recruit another 5 donations of \$25.....\$125

Week 5: Ask 3 businesses you frequent for a donation of \$50
i.e. Doctor, Dentist, Dry Cleaners, etc..... \$150

Week 6: Tell 3 neighbors about your website.....\$75

- Encourage them to donate \$25

Week 7: Send a reminder email to all family and friends who have not donated and let them know they only have 2 weeks left

- Recruit 5 more people to donate \$15.....\$75

Week 8: Email Everyone. Let them know what you've accomplished so far, and ask them to help you reach your goal!

- Receive 5 more donations of \$15.....\$75

TOTAL RAISED.....\$800

Additional Fundraising Ideas:

- Create a flyer announcing your commitment. Prominently display the link to your site. Post flyers in locations you frequent i.e. Church, gym, Laundromat, local businesses, schools, your apartment complex, and break room at work.
- Host an event. Plan a party at a local bar, restaurant, or your own home. Ask for a cover / donation which will benefit your cause. Use the opportunity to educate attendees about the cause you are supporting.
- Include a tagline and link to your fundraising page in your Outlook email signature.

