



## FUNDRAISING TIPS

- Do not think of fundraising as asking for money or a loan. You are asking as an advocate for those in need.
- Create a "mini-committee" of family and friends to help reach your goal. Ask them to share their Rolodex, send out letters, help plan a party, or find raffle prizes.
- Feel comfortable accepting donations from those you do not know or from those you have recently met. Just remember to thank them. Carry letters and information with you because you never know who you will run into or who you will meet.
- Switch it up! Use a combination of fundraising strategies to raise the most money. Send out letters or emails, hold or attend events, offer raffles and find corporate sponsors are just a few ideas. The possibilities are endless.
- Don't procrastinate! You will want to be concentrating on your training as the event weekend nears without needing to worry about fundraising.
- Reach out to everyone you know! People that you have lost contact with or barely know, your boss and colleagues, acquaintances from the gym, or other groups. It is a great way to get back in touch with people or get to know others better. Most people find that their daily contacts supply plenty of potential donors. You'd be surprised at how many people you know who will support your efforts.
- Remember that when you participate with the Tug McGraw Foundation, you represent not only your honored patient; you also represent all those who made donations. Make sure everyone realizes that their contribution will last much longer than it takes them to write a check or make an online donation.