



# My Fundraising Plan

Name: \_\_\_\_\_

## Why I'm Raising Money

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## Where the Money Goes

AIDS WALK helps those local service organizations provide shelter, medical care and emergency assistance to those affected by HIV/AIDS in our community. Last year nearly **4,000** compassionate Walkers helped raise over **\$506,000** to benefit **Hope Care Center, Kansas City Free Health Clinic, Good Samaritan Project, and Save, Inc.**

My Fundraising Goal: \$ \_\_\_\_\_

Fundraiser	Event Goal	Date
Create a page on FirstGiving!		
Jeans Day		
Party With a Purpose: Home Edition		
<b>Total</b>		

Don't forget that our staff can help you with your fundraising activities. We can also help you think of fun, exciting, and effective ways to raise money. *Need help?* Call 816-931-0959 or email [walk@aidswalkkansascity.org](mailto:walk@aidswalkkansascity.org).

## Fundraising Ideas

### Ten Easy Steps to \$1,000

1. Sponsor yourself for \$50.
2. Ask 2 family members to sponsor you for \$50.
3. Ask 10 friends to contribute \$20.
4. Ask 5 co-workers to contribute \$20.
5. Ask 5 neighbors to contribute \$20.
6. Ask 5 people from your place of worship for \$10.
7. Ask 5 people with whom you socialize (yoga, Pilates, gym) for \$10.
8. Ask your boss for a company donation of \$50.
9. Ask 5 businesses that your company works with to contribute \$40.
10. Ask 4 businesses that you frequent to donate \$25.

### Create an Online Team Fundraising Page via FirstGiving

1. Go to [www.firstgiving.com/aidswalkkc](http://www.firstgiving.com/aidswalkkc).
2. Click on "Get Started" and follow the online instructions—it's fast, easy and very effective! If you have problems, call 816-931-0959.
3. Encourage all your team members to create their own personal pages under your Team Name.
4. Send each of your team members an email reminding them to send out their personal web page link to friends and family the week of AIDS WALK.
5. Don't forget to send your own email with the link to your personal page the week of AIDS WALK.

### A Jeans Day at the Office

1. Identify and organize floor collection points
2. Require a minimum donation (\$5)
3. Promote within your company using your intranet network, message board and email
4. Give everyone who donates an AIDS ribbon to wear that day
5. Team members wear jeans for free
6. Have a corporate AIDS WALK T-shirt made
7. Consider providing catered lunch, popcorn, or cupcakes

### "Changing Lives—It Makes Cent\$ Fighting Aids"

1. Enlist individuals within each department to help collect donations. Try this: go around and "hold up" each office and cube asking only for the change in that person's desk.
2. Create competition between departments with prizes. Try this: every dollar and check amount adds to that department's total, coins subtract from that total.
3. Advance promotion throughout office, via posters, flyers, emails, internet
4. Have people pay every time cell phone goes off during meeting
5. Have people pay every time they are late for a meeting
6. Have people pay to use the elevator

### Other Great Ideas

1. Pre-Walk Parties: internal company parties, block parties in your neighborhood, private parties at your home, cupcake and wine party, attend AIDS WALK special events between January 1<sup>st</sup> and June 30<sup>th</sup>. For your "Party With a Purpose" kit, visit <http://www.aidswalkkansascity.org> and click on the "Party With a Purpose: Home Edition" link under "Resources."
2. Pet-related events: Doggie Wash, Doggie Photo's, The Pampered Pooch, Doggie Carnivals, Pet Sponsors, Mobile Pet Grooming, "Pet Happy Hour"(Salty Dogs & Greyhounds), Pet Parade, AIDS WALK Pet shirts, Pet Costumes
3. Ask people to donate to webpage instead of birthday gifts
4. Tri-Cycle Races
5. Raffles: company wide or social organizations
6. Auction: auction items at work such as a choice parking spot for a month; goodies with the company's logo; or a day off!