



## Tips for a Successful **Run Fur Fun** Fundraising Experience!

### **The Letter**

A personalized letter is the most basic tool of fundraising, and that's because it works. Whatever else you do, write a letter first! Send your letter to everyone you have an address for, and then look for more addresses and send even more letters. Don't forget to include a donation form and a pre-addressed return envelope.

### **Go Paperless**

The Internet and e-mail have significantly affected the fundraising world. Use them to your advantage:

- Let people know that they can make donations on your behalf at [www.mspca.org/RunFurFun](http://www.mspca.org/RunFurFun) (or the link to your personal fundraising page)
- Add a short message about donating as part of your e-mail signature.
- Create a Facebook page and link to the personal fundraising page you create on the **Run Fur Fun** website.
- Build a website where people can learn about your commitment and donate money.

### **Work the Neighborhood**

There are countless opportunities to raise money within a few miles of your home. Think about it: the coffee shop, the gym, the laundromat, the car wash, the supermarket, the newsstand, the dry cleaner, the pet supply store, your local veterinarian, the video store, the dentist's office, the bar, the deli, the parking lot, the bike shop, the pizza place. You patronize these businesses all the time - ask them to help you out with your fundraising effort. How?

- Just ask for money - businesses, too, can be donors.
- Display a donation box and/or letters & donation forms on the counter.
- Ask the business to donate a portion of their proceeds on a given day.
- Offer to wear their name on your t-shirt in exchange for a donation.

### **Get Social**

Making contact with as many people as possible will be key to your fundraising. Chances are, your friends and family will be more than happy to be a part of your fundraising campaign, but you'll probably need to go beyond your inner circle.

- Throw a party!! Ask everyone who attends to write a check when they enter the front door.
- Or host an event - a film screening, a boat cruise, a band night in a local bar.
- Ask your friends to ask their friends for donations.
- Then ask their friends to ask their friends.

### **Bring It to the Office**

Your place of work is another opportunity to reach more people, and they're often a captive audience. Let people at work know what you're doing, and enlist their help:

- Just ask for money. Your company might be happy to donate to your fundraising goal.
- Then, ask for more - see if your company has a matching gift program.
- Set up a small display - maybe hang a printout of your personal fundraising page or a poster in a prominent place.
- Approach clients, vendors, anyone else your company does business with (make sure it's OK with the boss!).
- Host a lunchtime meeting and do a presentation about Run Fur Fun and your commitment to your colleagues.