



MILES FOR MELANOMA

HOW TO RAISE \$1,000

Create your Fundraising Plan – Start with a goal of \$250	
Sponsor yourself for \$25 – show others you are equally committed to this cause, not just in action, but in funding	\$25.00
Ask your boss to donate \$50 and ask him/her if your company makes Matching Gift Donations (based on 100% matching)	\$100.00
Ask your friends and family to contribute, and get:	
2 family members @ \$50each	\$100.00
5 friends @ \$20 each	\$100.00
SUCCESS!	\$250.00
KEEP GOING! INCREASE YOUR GOAL TO \$1,000 Send an email to all your contacts to share your success and ask them to help you do more.	
Ask 10 coworkers and/or neighbors @ \$10 each	\$100.00
Ask 2 companies or businesses that you know to sponsor you for \$250 each. Provide them with social media attention in return.	\$500.00
Easy Fundraising Events: Host a Happy Hour or Potluck dinner and pass the hat to your guests.	\$100.00
Babysit for a friend or family member; OR Sell a service / teach a new skill (art lessons, massage, web design, HTML, other crafts); OR Bake two dozen cookies or cupcakes and sell them for \$2 each, AND Donate the income	\$50.00
GRAND TOTAL!	\$1,000.00

Most Miles for Melanoma fundraisers reach their \$1,000 goal in one week by simply sending out a thoughtful, engaging and informative email to all their contacts.



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Fundraising Ideas

Use your online fundraising page – Most online systems are easy to use and provide a way to contact everyone you know and ask them to contribute. You can also update donors on your progress, giving them that gentle reminder to donate...

House Party – Have everyone over for a party and ask them to donate. You can host the party at your home or ask a friend to help out. Even ask your friends to have one to and use their network of neighbors and coworkers so you expand your audience. See “Helpful Hints” for other party and event ideas.

Coffee, Tea or Me? – Candy at the office, chips, soda, bagels, donuts. You might be able to get the goods donated or sold at a discount for fundraising purposes. For example, Krispy Kreme sells boxed donuts at a discount to non-profits who will sell them for fundraising activities. We all know our coworkers will buy donuts!

Take Me Out to the Ball Game – Check with your local sports teams. You may be able to get a block of tickets donated or discounted to sell for your fundraising.

Benefit Night – Get a local restaurant or business to donate a percentage of their profits on a certain day. They you get all your family, friends and coworkers to eat or shop there that day. This is a win-win for you and the business. Fundraising and food! It doesn't get any better than that.

No Gifts Please – Ask friends and family to donate to your fundraiser in lieu of a gift for your birthday, holiday or other gift giving occasion. Do you really need another scarf?

Remember your Intramural Days? – Set up a golf tournament, a softball game, volleyball match, or kickball tournament. Set an entry fee per person or per team and ask a local sports store to donate a few inexpensive prizes for the winners.

ShopGirl – Ask businesses that you frequent to support your goal. You do business there and they appreciate that. Your loyalty should encourage them to help. Offer to link their web page in your emails or to put a flyer about their store out at your next event.

Big Business – You can try to get a larger business or corporation to make a large sponsorship or gift. You'll never know if you don't ask, just don't put all your eggs in one basket here. Do some research on the company, their giving history and their culture before you ask. If you know someone who works there, enlist their help.

On Top of Old Smokey... Spaghetti Dinner – Spaghetti is a very inexpensive meal and if you plan ahead, you might even be able to get the fixin's donated.

One Person's Junk is Another Person's Treasure – Hold a garage or yard sale. You know you've been meaning to do that for a long time anyway, now's your chance! Ask your friends and family to contribute their treasures, too.

Playing Hooky Without Getting in Trouble – Ask your boss to donate a paid day off. Hold a raffle at the office and watch them line up! Or ask your HR department if you can “sell” one of your own vacation days to a lucky winner.



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Fundraising Ideas

TGIF! – Happy Hours can be a great fundraiser and they sure are fun! Ask your favorite watering hole if they will sponsor your happy hour. They may give you a certain percentage of the sales that night, or let you have a private room for free. Or you could print coupons to get people in their bar on a particular night. Nearly every bar in town gets asked for help with fundraising like this, so go in and meet the manager and brainstorm together on ways to raise money.

What's a Bunt Cake? – Host a Bake Sale. Yup, it's tried and true and that's because it works. Again, you may get your fixin's donated, but baking can be inexpensive and everyone loves treats!

Gym Rats – Get your gym or club involved in your efforts. Ask your gym to host a Spin-A-Thon (which you can create any way you like) or ask the Personal Trainers to share a percentage of their fees if you bring in new customers. This is another opportunity to meet the manager and brainstorm with him or her and come up with some creative fundraising activities.

Is That Legal? – Host a Bachelor/Bachelorette Auction or just sell your friend for a date. She's been wanting to go out with him anyway, so you should take advantage of it!

Let's All Go To The Movies – Check with your local theater (chains are OK, but independents are better) to see if they will host a premier or classic movie night for you. You sell the tickets with an upcharge so the proceeds can be donated to the MRF. Another movie idea: if you have a projector, or access to one, host an outdoor movie night/cook out. Use the wall of your house (if it's white) or the neighbor's house (if they don't mind), or hang a large white sheet on an outdoor wall to show the movie. Charge admission and ask people to supply their own food and drinks. It's better than the drive in!

Casual Monday? – If your office is a little more formal, ask your boss if you can raffle off a Casual Day so one winner, or department, can dress down one day.

Doggie Do – Be a pet sitter, or a house sitter, or even a baby sitter and have your client donate the cost to the MRF.

Red or White? – Host a Wine Tasting. Ask at your local wine shop if they have a Sommelier who can teach your guests about a particular wine. Often there are vineyards that are trying to promote a new wine, your local wine shop might now of a winery that will donate a case for your event. (Be sure to check local laws about such things!)

I Scream You Scream – An Ice Cream Social at your local school is a big hit with the kids and the teachers. A quarter a scoop is affordable for everyone and everyone loves a good scoop of ice cream.

Campaign Buttons – Wear a button or pin that says “ask me about Melanoma” or “ask me about my event” or “ask me about the marathon I'm running.” Prepare your “elevator speech” and tell them what you're doing for the MRF. You'll often get quick donations just by talking about it.



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Fundraising Ideas

Singing Telegrams – So it might take some bravery to do this... offer to deliver singing telegrams to someone. Your friends can buy a telegram and you have to deliver! Or you could deliver balloon-o-grams with a message from your donor, or cookie-o-grams, or flowers, no singing necessary. See “Helpful Hints” about keeping your costs down.

Sell Yourself – Do you have a talent that someone else might like to learn? Or do you have a skill that someone else can use? Are you handy? Offer to provide handy work to your neighbors and donate the fee they would otherwise pay a professional. Teach your friend how to knit and ask her to make a donation for the service. What can you do? Massage, Tutoring, Web Design, Art Lessons, Piano Lessons, Yard Work, Cooking, Painting, Mow the Lawn... the sky’s the limit!

Celebrity Bartender – You can define “celebrity” any way you want. Ask your local pub if they would let you or someone extra cool in your town be a Guest Bartender for the night so that all tips raised that evening can be donated to the MRF.

Free Loading – Do you think your landlord would donate a month’s rent for someone in your building? You could raffle that off for a nice price!

You Want to be on American Idol? – Host a Karaoke Night. Anyone who wants to sing has to make a donation. Make a few of the really good songs worth a higher donation amount.

The Big Lebowski – Host a Bowling Night. Ask your local lanes to waive the lane fees, but be sure to get those fees back in donations from your guests. Hold contests all night – who has the most strikes? Who had the lowest/highest scores? Who had the most Gutter Balls?

Sell it on eBay – it’s a wonderful site!

Curse Jar – Know someone with a potty mouth? Get out the curse jar and bank the bucks every time he or she drops a bad word. Take it to outings, games, parties and bars!

Keepin’ it Clean – Dog Wash, Car Wash, Bike Wash... wash anything that people like to have cleaned.

Get Crafty – Sell your crafts. That hobby you enjoy could pay off!

A Penny for your Thoughts – A good one for getting kids involved... have kids in your class or neighborhood or play group collect pennies (or nickels or dimes or even quarters). It’s a great way to teach kids about giving. Keep a jar somewhere so they can put them in whenever they collect them. This works great in a classroom.

Firemen are Hot – Ask your local firemen if they will either do a local fundraiser for you, (they often choose a charity for their Boot fundraisers) or if they will take the ladder truck to a grocery store or mall on a weekend day. Ask them if they will let people have their picture taken with them on the truck and charge people to get their photos taken. You can be the photographer. A Polaroid is good for this but people can use their own cameras, too. Or use your digital and email them the photo.



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Helpful Hints

Enlist the Help of Others – You don't have to do this alone! Just find 5 friends that will help you raise money through group activities like a party, a car wash, or happy hour.

Updates – Send emails, a newsletter, postcard, or flyer. Let people know how you are doing, what mileage you have reached if training for an endurance event. Teach them something about Melanoma and it will serve as a gentle reminder for those that have not yet donated.

Use your online fundraising page. It's the most efficient – and FREE! way to get your message out quickly and easily.

Use Social Media – Tell your story and keep telling it! Post to facebook, twitter, and your blog about what you're doing and why. If you've set a goal, update everyone on how you're doing.

Add a note about your event in your email signature and ALWAYS have a link to your Fundraising page.

Get creative in the ways you can provide advertising and marketing for businesses who will sponsor you.

When asking for donations, make comparisons to the amount you want from them. For example, if you want someone to give you \$25, tell them that is just one dinner out one night. They could give that up once, right?

Add Drawings or Door Prizes to your event to increase the income. Get the items and services donated from local stores or friends. Another kind of drawing is a 50/50 drawing where the winner takes half the money in the pot. Suggestions for prizes:

- Gym memberships – or one month free
- Hair Salons
- Dry Cleaning Coupons
- Movie Passes
- Massage or Day Spa treatments
- Gift Cards from almost any store
- Restaurant Gift Certificates or deals
- House Cleaning services

Think of all the neat things you like in your life but you put off because of time or financial restraints. Those are the kinds of items that people like to win and will make people buy raffle tickets. Think outside the box!

Add a Silent Auction to your event to generate more income. If you know a celebrity or have access to one, ask them for items like autographed photos for your silent auction.

Create a theme for your party to increase the draw and excitement for your event.

Get creative and think of ways to incorporate kids in your fundraising efforts.

Get a sample sponsorship letter from MRF and be clear nent tax information needed for the donation.



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Helpful Hints

Keeping your costs down

Ask your grocery store if they can donate gift cards. Often the manager has the authority to give \$25 gift cards to local non-profits. Use those cards to buy your supplies for your dinner party and other events. Do the same for stores like Target for other supplies. Always ask any store if they can make a donation in the form of a gift card. If you can't use it for your event, you can use it as a prize or raffle item. (You'll need a copy of a sponsorship letter from the MRF, keep one with you everywhere you go)

Always try to get things donated before you go out to buy anything.

Companies, Businesses and Groups

See if a group, organization or business will let you have some time to speak to them as a group. Encourage them to become a fundraising team, ask them to volunteer at your event or just flat out ask them to give money. Sororities and Fraternities are good for this, too, and they may make a donation or help you with an event for their philanthropy requirements.

Use company newsletters to tell people what you're doing for the MRF and how they can donate. Also submit the article to your local paper, your alumni newsletter, and other publications of interest.

Don't Reinvent The Wheel

- Stick to what you know.
- Host an event that is within your comfort zone and within your own time restraints.
- Put your current skills or hobbies to work for you.
- Don't compete with other already successful events.
- Find a way to be unique.
- Provide an event or activity that appeals to your community.

Holiday Ideas

- Trick or Treat for donations
- Wrap your family's presents for them for a fee
- Holiday Turkey, Tree, or Wreath Drawing – get one of these donated and hold a drawing for someone to win their holiday item

Group fundraisers

- Yard Sales
- Book Sales
- Garage Sales
- Bake Sales
- Parties
- Progressive Dinners