

Be a FundRACER

As a leader in ending the wait for organ transplants across the US, it is important for you to know and share the impact of fundraising. Funds raised for the GREEN 5K directly impact our community. Funds are used to honor our donors and their families for their life-saving and life-enhancing gifts, support community outreach and education programs, as well as to help register more donors each year. YOU are key to our success.

Tips for Success:

- 1. Ask.** Ask anyone and everyone if they will donate to help you reach your fundraising goal. In most cases, people will donate their time and money simply because they were asked.
- 2. Share.** Customize your personal fundraising page and share your story. Engage your circle of family and friends with why this is important to you and they'll be more likely to support you. Your story is powerful. We encourage you to share it.
- 3. Give Thanks.** Thank those who contribute to your campaign with a personal letter or email. Let them know how much you appreciate their donation and how it's helping you reach your goal.
- 4. Have FUN.** They don't put the fun in FUNdraising for nothing. See the attached list of creative ways to make fundraising fun and simple. It doesn't have to be scary!

Who to Ask:

Anyone is a potential donor so don't be afraid to ask. Review your list of contacts and ask people you see everyday. Don't forget to share WHY you are fundraising for this cause. Your personal connection will surely make an impact and your friends, family, colleagues, and more will be honored to sponsor your fundraising drive.

- Family
- In-Laws
- Close friends
- Co-workers
- Significant other's co-workers
- School friends
- Business associates
- Gym friends
- Your banker
- Your doctors
- Matching gift program through your employer
- Social media friends (its easy to share your fundraising page on social media)

The POWER of

10

Make a little add up to a lot. Ask 10 friends for \$10

Fundraising Ideas



GREEN 5K FUNDRAISING PAGE. You have the opportunity to develop and share your story with family, friends and supporters. Using your personal fundraising page is a great way to seek donations for the cause and spread awareness about organ, eye and tissue donation.



SELL SPACE ON A T-SHIRT. Sell small blocks of space on a shirt you plan to wear to the race for a suggested \$20 donation. Encourage donors to write a tribute to you or in honor of a donor or recipient.

GAMES NIGHT FUNDRAISER.

Whether its board games, cards or trivia, family-friendly or adult only, trivia nights can be a great way to raise funds!

YARD SALE. Gather some friends and start collecting all those unwanted items in search of a new owner. It's a great way to clear the clutter and raise funds!



CHORES FOR CHARITY. Some organizations will sponsor your campaign in return for cleaning, serving, repairing, etc.! Check with local businesses to see if this is something they would like to participate in.



DRESS DOWN DAYS. Work with your company on hosting a "Dress Down" day where employees can pay \$5 to dress causal for a day and the funds can go to your goal. A great day to do this is Blue/Green day on April 21st for Donate Life Month!



FACEBOOK PHOTO AUCTION. Auction off your profile picture where family and friends can win the chance to control your profile picture for a week.



CAR WASH. Help wash cars and watch dollars flow into your fundraising bank.

CHANGE JAR. When you empty your pockets at the end of the day, where does all your spare change go? Create a "Change for Change" jar in your house or office, encouraging yourself, friends, family and co-workers to donate spare change. This will add up!



PANCAKE BREAKFAST OR SPAGHETTI DINNER. Work with your local school or house of worship to host a pancake breakfast or spaghetti dinner. With small out of pocket costs, you can charge \$5 per person for a plate, increase your fundraising efforts and fill some bellies!

BAKE SALE. Nothing tastes sweeter than meeting your fundraising goal. Whip up some delicious treats to sell at work or outside a local store. We recommend anything with GREEN icing.

IOWA EVENTS CENTER CLEAN-UP

OPPORTUNITY. Earn \$250 to clean up after large scale events. Minimum of 15-20 volunteers needed.