FUNDRAISING TIPS AND IDEAS

FOR EVERYONE

Include AIDS Walk Miami ^{TM} **information as part of your e-mail automatic signature.** Include a link to your AIDS Walk web page in your e-mail signature. Each time you send a message, the recipient will be provided with a reminder to sponsor you.

Raffle it off! Use your connections to get prizes donated for a raffle. You can ask businesses that you frequent (restaurants, spas, hair salons) to donate. Sell tickets at $2 each or 10 tickets for $15 – people won't be able to say no to that bargain!

Use incentives. From a free dinner to tickets to a football game, entice people to donate with prizes they can't resist!

Designate a certain day as AIDS Walk Awareness Day. Download posters or flyers from aidswalkmiami.org to decorate your school or office, and give out red ribbons to each person who donates.

Organize a 50/50 raffle. Anyone can organize this type of raffle – it's easy and the prize is CASH! Let everyone know that half the proceeds from tickets sales will go to your AIDS Walk fundraising total and half will go to the lucky winner. Your only expense is the raffle tickets.

Auction off your skills or trade your services for a Donation. Are you a trained massage therapist? Can you organize a closet like no one else? What about cleaning house or re-vamping someone's resume? You can even be the "designated driver" for your friends for a night out on the town. Let people know that you are willing to trade your services for an AIDS Walk donation. Set your price high – it's for a good cause!

IDEAS FOR THE WORKPLACE

Ask your boss to match what your team raises. This will provide a real incentive for your team to raise as much as they can! If matching the total amount raised by the team is not an option, ask if he/she would be willing to match what the team can raise at your next fundraising event. Or ask them to donate $25 for every person who registers on the team. Just ask!

Ask your payroll department to help. Spread the word about your AIDS Walk team by including promotional flyers with every paycheck. The flyers should include information on how to register as part of the team and how to donate.

"Denim Days" or "Dress down Days" at work – Ask management if you can plan Denim Days to benefit your team at work. Charge people $5 to wear jeans to work on Fridays or any other specified day. Everyone wants to be casual at work; help people be comfortable on the job and contribute to a great cause.

PLAN A FUNDRAISING EVENT

Silent Auction – Collect donated items and hold a silent auction. Reach out to everyone you know and ask for product donations, gift certificates, etc. You can make attractive gift baskets out of smaller items. Display the prizes in a high traffic area with a bidding sheet in front of each item. Your co-workers will silently write down what they are willing to donate for each.

Guest bartending - Ask your local bar if they'll allow you to be a guest bartender for a night. Invite everyone you know and ask them to bring their friends. Create a sign to place on the bar that reads, "All tips collected tonight will go directly to Joe Walker, who's walking 5 kilometers to raise money for people struggling with HIV/AIDS." When people see the sign, they may be willing to dig a little deeper in their pockets!

Pie Smash - A great way to get company employees involved in team fundraising is to host a Pie Smash! Ask your supervisor to agree to be smashed in the face with a pie to raise tons of money for your team! Employees try to outbid each other for the privilege of throwing the pie. You can also give the pie-throwing honor to the department that donates the most, or *raises* the most funds, in a certain period of time.

Bake sale - Simply make some of your very best cookies, cupcakes, or pies. Ask your co-workers and friends to bake an item to sell, especially those that can't sponsor you financially. Advertise the sale and then *watch the profits come in.*

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