



### Fundraise for your public awareness campaign

No matter how you decide to raise money, all fundraising campaigns need the basics.

A fundraising event can be as simple as a bake sale or as involved as a walk-a-thon. These tips will help you plan any fundraising efforts, no matter how small- or large-scale.

You may want to create an event planning form to help keep your plans organized. Visit [www.blueribbonsonline.org](http://www.blueribbonsonline.org) to download a sample event planner worksheet.

### What you can do

- Decide how you want to raise money. There are plenty of creative ways to fundraise. Think up a fun idea or add your own touches to any of these.
  - Ask local businesses to put out coin collection canisters.
  - Organize a bake sale.
  - Hold an “a-thon,” like a phone-a-thon, walk-a-thon or bowl-a-thon.
  - Ask your manager to have a “casual day” at your workplace. Employees donate a dollar for the opportunity to dress casually at work.
  - Hold a talent show or concert and charge admission.
  - Make and sell T-shirts.
  - Organize a community rummage sale at your local church or neighborhood center.
- Keep your resources in mind: time, funding and people.
  - Decide how much you want to spend on your fundraiser, and then set a goal for how much you hope to raise.
  - Create a planning committee. If your event requires more planning than you can do, form a committee to help you with it.
- Publicize your event.
  - Personal phone calls, letters and e-mails can be useful in contacting potential sponsors.
  - Ask local businesses to post or hand out flyers.
  - Ask local places of worship if they will announce information about your event at their services.
- Keep good relationships with your sponsors after the event.
  - Thank them for their support by mail, phone, e-mail or best of all, in person.
  - Keep a list of sponsors that you can contact for future fundraisers.
- Other things to keep in mind:
  - Make sure you tailor your event to your audience.
  - Combine your fundraising efforts with education about child abuse and neglect. People are more likely to donate to a cause when they know why it is important.
  - Further, sponsors like to know where their money is going. Let them know exactly what their money does to prevent child abuse and neglect.