

10 Ways to Fundraise \$100

Special Olympics
Connecticut



1. Email your Friends and Family

Send emails to everyone you know using our easy and fun-to-use email templates (or use your own) from your own email so your contacts know the message is from you. Make sure you include the link to your online donation page. Track results and follow up. Soon, credit card donations will start rolling in. It's easier than you think!

2. The Mighty Pen

Try sending a letter in the mail to friends, family, business associates, vendors, doctor, dentist, insurance agents, hairdresser, and co-workers asking for their support. Let them know why you are raising money to take the Plunge for Special Olympics. If you have a personal connection, share your story! Don't forget to send a thank you note to people who donate.

3. One a Day

Take your one-a-day vitamin and make your one-a-day ask! Each day ask a different person to make a contribution. If you get four \$25 gifts, you will have raised \$100 in less than a week! Did you know the main reason people don't donate is because they were never asked? Depending on your fundraising goal, you may want to do it for multiple weeks, or ask for larger gifts. The possibilities are endless!

4. Kid-Sitter/Pet-Sitter

Do your neighbor a favor...all in the name of raising money for Special Olympics! Ask for a donation to take care of a neighbor's pet while they are away. Put the money you earn towards your fundraising efforts! Or...offer to watch the neighbor's kids so they can go on a date.

5. Clean House

It's said one person's junk is another's treasure! Put that philosophy into motion by cleaning out your garage or home and holding a yard sale. Instead of asking people to pay for the goods, ask them to make a donation to your Penguin Plunge team! Ask your friends and neighbors to donate their stuff too. People tend to be very generous when they know your hard work is helping to raise money for a great cause.

6. Pin It Up

Post your Penguin Plunge Team's URL on the bulletin board or in the newsletter at church or temple, in the office, at the gym, or at school. Make sure to highlight your name, phone number, email address, and the web page address. Don't forget to tell them why you're participating in the Plunge. Personal stories equal more contributions!

7. Double Your Money

Many employers offer matching funds programs. Most of these programs match contributions dollar for dollar, and some will even double the amount of your gift! Inquire with your personnel/HR department to complete the paperwork required to get your gift matched. You'll reach incentive levels fast!

8. Talk it Up

Make your meetings work for you! Ask for a few minutes on the agenda of any meetings you attend. Explain why you are participating in the Penguin Plunge, and ask for everyone's support. Even small contributions will push you closer to your fundraising goal. If you are dedicating your plunge to a special team, tell that story. This tip will help you look forward to your next meeting.

9. Celebrate!

You love the birthday cake and ice cream, but do you really need anything else? Here's an idea to put those gift givers to work fundraising! Tell your friends and family that in lieu of a traditional gift, you would like them to make a donation to Special Olympics' Penguin Plunge. You'll feel good...and they will too!

10. Don't Miss An Opportunity

Change the recording on your voicemail to mention the Penguin Plunge and how callers can make a donation. Then, when you call people back, ask them to sponsor you. Ask for support in your signature line on emails you send out. Be sure to include your fundraising page link in your signature to make it even easier to donate.