

Fundraising Tips for Captains

- ✓ **Create a personalized webpage:** Raise funds through our Active Giving system (www.mercerislandhalf.com). Click on the "Become a Fundraiser" link at the top to create a personal web page that you can send a link to, in email, for contributions from your supporters.
- ✓ **Personal Donation Letters** – Send a letter to members explaining your needs, your goals, and offering different levels of donations. (e.g. single donation \$10.00, family donation \$25.00 or supporting level \$25.00, member level \$50.00, sponsor level \$100.00, partner level \$500.00) Be sure to leave a space for “other”.
- ✓ **Matching funds** – Local businesses and employers are often willing to match proceeds or a percentage thereof.
- ✓ **Company fundraising:** set up a visual reminder of fundraising efforts in your office with a thermostat charting the dollars raised to meet your goal.
- ✓ **Start a water bottle fund:** One individual can make a difference collecting pennies, nickels, dimes and quarters. It can be as easy as collecting spare change from colleagues. One man simply set up a 5 Gallon "water fountain" bottle at his desk at a large corporation and asked people to drop in their change. He set the bottle up one month prior to an event for a local charity he was participating in. Every day during that month he reminded his co-workers of his challenge to them and simply asked for their spare change. At the end of that one month period of time he collected well over \$500.00 in loose change for his cause.
- ✓ **Start a competition** with a prize for the person who raises the most amount of money for the team.
- ✓ **Remind team members** what their donation will buy:
 - \$100=4 hours of patient support
 - \$300=1 month of ostomy supplies
 - \$900=average facilities cost for a single colonoscopy
 - \$1500=cost to print 100,000 colon cancer awareness cards & pharmacy inserts
- ✓ **Make it fun:** make team t-shirts, get families involved, start competitions between office departments, friends and family members, remember the cause.

IF YOU WOULD LIKE BROCHURES OR POSTERS, PLEASE LET US KNOW!!