



Swimming is the hard part.
Fundraising is Easy!

Below are a few helpful tips:

- Start now!

- Raise \$350 in just one week!
 - Day 1: Sponsor yourself for \$25
 - Day 2: Ask four family members to sponsor you for \$25
 - Day 3: Ask five friends to contribute \$10
 - Day 4: Ask five coworkers to give \$10
 - Day 5: Ask five neighbors to sponsor you for \$10
 - Day 6: Ask your employer for a company gift of \$50
 - Day 7: Ask one local business (your hairdresser, dry cleaner, etc) for \$25

- Provide donors with two easy giving options: online at www.keyfoundation.org or writing a check to The Key Foundation – ACG Boathouse and submitting it to you.

- Tell everyone your personal fundraising goal and deadline for receiving gifts.

- Tell donors that any gift, large or small, will make a difference. Ask for specific amounts.

- Collect donations up front so you don't have to return after the swim.

- Carry your sponsor sheet with you everywhere, or tape your sponsor sheet to your office door or in a central location at work.

- Ask family or friends to get involved by asking for donations on your behalf.

- Hold a bake sale, cookout, car wash, bottle drive or similar fundraisers.

- Check with your employer and ask donors if their company will match their gift, many companies match charitable contributions.

Mailbag

Tips on collecting donations through letters and emails:

- The most successful fundraisers mail letters to many people. Send personalized letters to everyone on your holiday card list, Rolodex or address book explaining your walk. Use first names, if appropriate, when addressing letters.

- E-mail is a fast and easy way to reach many people. Just one e-mail can be sent to everyone in your address book explaining your walk.

- Keep your message short to keep the reader's attention.
- Include your reasons for walking. If you've had an experience at Wah-Tut-Ca, share it in your letter.
- Include a link to the Key Foundation website (www.keyfoundation.org) in your email and direct people to give on-line. This is a fast and easy way to sponsor you.
- Follow up with thank-you postcards that include the amount you raised and a note about your experience.