



## 10 Easy Ways to Fundraise!

In a tough economic climate, being creative with your fundraising efforts is even more important. Give donors something to attend or take part in and watch their contributions grow! Check out the easy ideas below and find even more (with full instructions!) on the Walk website under Fundraising Tools and Wrap Around Events.

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- 1. Web Site Creation** - Once you register online, you will have access to your own personal fundraising website. You can personalize your site with your own pictures and stories, send emails straight from your site to everyone on your contact list, and encourage them to donate to your fundraising efforts. You can post a direct link to your donation page on Facebook, MySpace, and Twitter etc.,
- 2. House Party** - This is a really fun way to fundraise! Charge "admission" or a "cover charge" (set a minimum such as "\$20 or more to attend)."
- 3. Mow-a-thon** - Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for a \$50.00 donation. They'll love not having to do the work and being able to help your cause!
- 4. Town Clubs and Organizations** - Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, Masonic Lodge, etc. They support individuals in their communities!
- 5. Add a special signature line to your e-mail accounts!** Every e-mail you can include a link to your fundraising page. This feature is often located under "Options" on most e-mail programs. Use something like "Visit my Walk Now for Autism Speaks page....."
- 6. Ask your local** stores, medical offices, restaurants, salons etc. (places you give business to!) to place a money jar at the front counter or do a Puzzle Piece campaign (we provide the "pieces" and promotional materials). Check with the manager.
- 7. Newsletter-** Ask if your company, church, community or membership group distributes a monthly newsletter. Or can they send a group company-wide e-mail? Take advantage of these outlets! It's a perfect way to get the word out. Be sure to include a link to your fundraising page for easy donating.
- 8. Host a movie party** at your house - Pick up a new flick at your local movie store, make some popcorn, pick up some soda, and invite your friends and family over for movie night. Charge each attendee "admission."
- 9. Ask-** Your Doctor/Therapist/Veterinarian/Insurance Agent/Mechanic to make a check out to you instead of the other way around! Ask them to support your fundraising efforts with a donation to you or your team.
- 10. Contact your local newspaper** and ask for a story about autism - use your family's experience if you feel comfortable. And have a photo ready to use!

**For more ideas, support, materials etc. please contact your local office.**