

Team FARE

10 Weeks of Fundraising

Week 1

Set Up and Use Your Online Fundraising Page. Visit www.teamfare.org to begin your fundraising efforts by creating a personal fundraising page. Follow the provided instructions to personalize your page, then explore the various social media and email sharing tools.

Week 2

Email Everyone You Know. Import your email contacts into your personal email fundraising center, then send a message requesting that individuals donate and join your efforts! FARE has provided three templates you can customize and use to get started. You may also wish to add the URL for your fundraising webpage to your email signature to ensure that everyone you write is reminded that you are looking for support. Donations can come from people you might not expect – especially because so many families are touched by food allergies. The bigger your mailing list, the more money you'll raise toward your goal!

Week 3

Check on Matching Gifts. Follow-up every donation you get with a note of thanks that also asks the donor if they work for a company with a matching gifts program. Because many corporations will match employee gifts to nonprofit organizations, this is an easy way for your contacts to increase the impact of their donations to your fundraising effort. To help employers process these matching gifts, be sure to provide FARE's Employer Identification Number (EIN) (i.e. Federal Tax Identification Number), which is 13-3905508.

Week 4

Share on Social Media. Have you told your Facebook, Twitter and other online communities that you're raising funds through Team FARE and need their help? If not, there's no time like the present! Be certain to include the link to your personal fundraising webpage so individuals can immediately join your efforts or donate.

Week 5

Invite Beyond Your Normal Network. If you have not already done so, start talking to and emailing people you do not know well to invite them to participate in and give to your Team FARE initiative. Reaching out to these acquaintances supports your fundraising goals and also helps to raise awareness of the life-altering and potentially life-threatening nature of food allergies. This week is also a great time to **send a reminder message** to email contacts who have not already donated to or joined your effort to again request that they do so.

Week 6

Host a Fundraiser. From car washes, movie parties and concerts to formal luncheons and galas, there are many ways to raise funds. What is an activity you enjoy that you might tweak and turn into a fundraiser?

Week 7

Assess Your Progress. Throughout your fundraising effort, you should regularly assess whether you are progressing toward your goal. Hopefully, by now, you've already met or exceeded it, but if not,

consider the size of your gap and repeat all of the previously mentioned activities from weeks one through six. Share via email and social media how far you've come and how far you have to go!

Week 8

Bring Your Coworkers Into Your Fundraising Initiative. Ask your co-workers to consider what they might normally pay to eat out for lunch during the week ($\$8 \times 5 = \40 , for example), then ask them to bring their lunch from home for a week so they can donate the money they'd usually spend on lunch to your Team FARE event. You may also want to volunteer to create a fun activity each day during this week so everyone can enjoy their lunches from home together and enjoy supporting a good cause. Whether it's starting a company fundraiser, auctioning off a prime parking space (with the permission of its assigned user, of course), instituting a donation-for-vacation raffle or starting a "Change War" in your office to collect spare change, there are lots of ways to get your co-workers involved. Talk to your Human Resources department about fundraising activities that can double as team-building efforts.

Week 9

Not-So-Distant Dollars. Whether you're ready for some spring cleaning or have a few items around the house that are ready for a new home, consider hosting a yard sale and ask your neighbors if they'd like to join in. Apply your earnings from the sale toward your Team FARE fundraising goal. You might also consider working with a local restaurant or business to **collect extra change** from customers.

Week 10

Congratulations! Repeat and follow up on ALL of your earlier efforts to ensure no pennies are missed that might go toward your individual or team total. You may want to host a party to celebrate your upcoming accomplishment and to remind attendees they still have time to donate. Remind all of your email and social media contacts that there is still time to give and/or participate.

We hope these suggestions will help your efforts. Be creative, and don't be afraid to ask everyone you meet to support you and your Team FARE initiative!