SO YOU WANT TO FIND A CURE

Fundraise!

www.curejm.org
WHY DO WE FUNDRAISE?

- Further research
- To find a cure for our kids!
WHY DO WE FUNDRAISE?

- Take control – be empowered
- It’s Therapeutic
# The Many Ways to Fundraise

## A - Z of Fundraising

<table>
<thead>
<tr>
<th>A</th>
<th>Arm Wrestling Assualt Course</th>
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<tr>
<td>B</td>
<td>Bingo, Barbecue Baked Bean Bath</td>
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<td>C</td>
<td>Car Boot Sale Cake Sale Car Wash</td>
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<td>D</td>
<td>Dinner Dance Dog Walking</td>
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<td>Easter Egg Hunt Eighties Party Email Egg and Spoon Race</td>
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<td>Fancy Dress Film Shows Fete Fantasy Football Fashion Show</td>
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<td>House Cleaning Jumble Sale Jazz Night Knobby Knees Competition</td>
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<td>International Evening It's a Knockout Inter-Company Sports Match</td>
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<td>Quiz Night Quad Bike Racing</td>
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<td>Masked Ball Magic Show Multi Days Murder Mystery Party Matched Giving from Employer</td>
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<td>N</td>
<td>No Drinking Week Nearly New Sale Name the...</td>
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<td>O</td>
<td>Odd Jobs One Day Fast Onion Peel Competition</td>
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<td>Picnic Pub Crawl Pool Competition Poker Tournament</td>
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<td>Races Raffle Readathon</td>
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<td>Swear Box Sweepstakes Salsa Evening Sponsored Silence</td>
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<td>Underwater Party Uniform Day</td>
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<td>Valet Variety Show Video Night</td>
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<td>Waxing Window Cleaning Wheelbarrow Racing Wine Tasting Evening</td>
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<td>X</td>
<td>Xtreme Sports Xbox Tournament</td>
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<td>Y</td>
<td>Yogathon Yoyo Competition Yodelling Competition</td>
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<tr>
<td>Z</td>
<td>Zombie Party Zodiac Evening Zany Clothes Day</td>
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NEED AN IDEA?

You can fundraise ANY way!
YOU CAN DO ANYTHING AS A FUNDRAISER

Pictured right: Art Contest involving decorating port-a-potties
SO THE REAL QUESTIONS ARE:

- What do you LIKE to do?
- How can you make THAT a fundraiser?
**Types of Fundraisers**

- **Sales**
  - Garage
  - Bake

- **Ticketed events**
  - Concerts
  - Golf tournaments
  - 5K’s

- **P2P (Peer to Peer): Online**
  - asking in support of some activity
  - not shaving
  - climbing a mountain
  - in lieu of gifts

- **The Un-Event**
  - Letter writing campaigns
  - Virtual events
  - Stay Home and Send the Money You’ve saved
STILL NEED AN IDEA?

Email
info@curejm.org
HOW TO GET STARTED

- Sign and submit a Fundraising Application to Cure JM.
- This document covers policies — important to read carefully and keep a copy.

BUILD A COMMITTEE OR TEAM

- A committee can help you brainstorm and come up with good ideas.
- Committee members can network and help get the word out about your event.
- Committee members can help recruit volunteers.
- A committee can lighten the load and help execute the event.
WHERE TO FIND COMMITTEE MEMBERS

- Your Friends, Family, Sunday School Class Members, etc.
- Other JM Families
- Ivolunfeer.com
- Volunteermatch.com
- School Honor Societies
- Civic Organizations
- Fraternities and Sororities
SET A FUNDRAISING GOAL

- Motivational
- Buy-in
- Rallying cry
- Sense of Accomplishment

http://www.easy-fundraising-ideas.com/tools/fundraising-thermometer/
PRIMARY TASKS

- Sponsorships
- Logistics
- PR & Recruitment
- Volunteer Coordination
- Wrap-Up
SPONSORSHIPS: WHO TO ASK

- Businesses you normally interact with
- Businesses you have connections to
SPONSORSHIPS: HOW TO ASK

- Not a charitable gift
- Focus on event assets
- Develop a package
- If you don’t know: ask who/how to ask
SPONSORSHIPS: HOW TO ASK

- Face-to-Face
- Avoid Busiest Times of Day
- Please/Thank You
- Have a neat appearance
- Follow up
LOGISTICS

- Venue
- Security
- Set-up/Clean-up
- Equipment & Supplies
- Trash
- Safety
- Inclement weather
- Signage
RECRUITMENT & PROMOTION

- Recruit Participants & Encourage Fundraising
  - Self Donation
  - Email
  - Go Social

- Tools online
- Sample Fundraising Email

https://www.crowdrise.com/curejmfoundation
http://www.curejm.org/toolkits/online.php
RECRUITMENT & PROMOTION

- Customizable All-Purpose Fundraiser Flyer
  800KB Word Document

- Press Release Template
  20KB Word Document

http://www.curejm.org/toolkits/generic.php
FREE PR IDEAS

- Business Marquees
- Facebook & Other People’s Facebook Pages
- Flyer Distribution with Fast Food
- Flyer as Tray Liner at Restaurants
- Email Signature Lines
- Blogs – Community Bloggers
- Local Media Calendars
- Personal Invitations
- Flyers on Car Windshields
HOOPLA

- Decorations
- Refreshments/Water
- Celebrities, Mascots, Dignitaries
- Entertainment – Dance Studios, Karate Demonstrations, Choirs, High School Bands
- Emcee
- Music (DJ, Band)
- Door Prizes
- Kids’ Activities (Face painting, balloon animals)
WRAP-UP

- Say Thank You
- Continue Fundraising
- Report Results to Participants
- Report to Cure JM
- Say Thank You
- Debrief & Invite Feedback
- Make Notes for Next Year
- Say Thank You
GETTING HELP

- info@curejm.org
- Tools Online - Toolkits
  - Auction
  - Online Fundraising
  - Golf Tournaments
  - Walks
  - Yard Sales
  - Restaurant Fundraisers
- More...

http://www.curejm.org/toolkits/
MEET THE COACHES

- Volunteers who have successfully raised funds.
- Give you tips
- Help you avoid pitfalls
- Be a sounding board

http://www.curejm.org/teamjm/coaches.php
GOLF
Ragan Cantrelle
Ragan.Cantrelle@curejm.org

AUCTION
Lindsay Cleveland
linsay@lclegalnursing.com

CONCERT
Damon Smedley
Damon.t.smedley@intel.com

DINNER/GALA
Julie Shevlin
Julie.shevlin@curejm.org

OTHER EVENTS
Shannon Malloy
Shannon.malloy@curejm.org

http://www.curejm.org/teamjm/coaches.php