



Komen Connecticut 2010 Race for the Cure®

Saturday, June 5, 2010
Bushnell Park, Hartford



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Top 25 Tips for Fundraisers

1. Anyone is a potential donor. Most people will donate simply because they are asked.
2. Write a letter or send e-mails. Your holiday card mailing list is a great place to start.
3. Use your Facebook and Twitter accounts and reach out to your networks for support.
4. Put a video on YouTube explaining why you're running or walking for Komen Connecticut.
5. Ask your partner, friends, relatives, neighbors, doctors, vendors, co-workers and employer to support you.
6. Call your most loyal and past donors and ask if they can help this year by increasing their usual gift, just by \$1.00!
7. Set your goals high!
8. Compete with your friends.
9. Put out a pink can at your desk, office lobby, or kitchen and add your loose change to it every day.
10. Set the tone for your team and your donors: Be the first one on your team to make a donation!
11. Ask someone who has asked you for a donation.
12. Educate your donors. Tell them about Komen Connecticut and how their donations support Connecticut residents.
 - 75% of net donations stay in Connecticut to fund breast cancer education, screening and treatment programs
 - 25% fund global breast cancer research initiatives.
13. Establish a high baseline of giving – start with the person whom you think will give you the largest donation.
14. Ask your Human Resources department about Company Matching Gifts. Many companies will match the amount their employees donate to a charitable organization.
15. Ask your company or school if they can post a story in the weekly/monthly newsletter about your participation in the Race for the Cure.
16. Ask your company or school about a “Denim Day” or “Pink Sneaker Day” to collect donations.
17. Collect your donations up front so you don't have to ask them a second time.
18. Be persistent.
19. Ask at least one person per day to make a donation.
20. If you're uncomfortable asking face-to-face, use your Personal Fundraising Webpage. We have provided you with sample fundraising e-mails to help get you started.
21. Aim high – ask for \$50 and settle for \$25, instead of asking for \$25 and settling for \$10.
22. Carry a donation form with you at all times.
23. Post a donation form, poster, or postcard on your office door so supporters can sign up anytime.
24. Thank your donors! Send an e-card, pictures from the Race, your fundraising results.
25. Hold a potluck wine and cheese tasting. Ask for a small donation to attend and put it towards your fundraising efforts.