



## Maximize Your Fundraising Efforts with These Great Tips!

- Set up your 33<sup>rd</sup> annual Festival For Life 5k Walk & Run: AIDS Walk Colorado fundraising page at <https://coloradohealthnetwork.salsalabs.org/ffl2020>. The sooner you set up your page, the longer you'll have to fundraise!
- Check to see if your employer has a **matching gift program** (remember to ask your donors about this too).
- Sponsor yourself. People are more likely to give if they see your commitment.
- Set a fundraising goal and share it with those you ask to sponsor you. Let them know how close you are to reaching your goal.
- Ask for amounts that are easy to give. Ask for specific amounts or provide several giving options.
- Always be prepared with a pledge form or to give out the web address of your personal fundraising webpage – you never know when you might run into a potential donor! **Pledge forms** and “**Visit My Festival For Life**” **cards** can be downloaded from the Festival For Life website as part of the [Fundraising Toolkit](#).
- Let everyone at work know that you're participating in Festival For Life by posting a sign at your desk, by the elevator, copier or in the break room. Ask your co-workers to support you, or join your team and walk with you.
- Include information about Festival For Life and a link to your personal donation page in your email signature.
- **ASK, ASK, ASK!** The number one reason people do not give is that they were not asked. It is important to remember that people want to support worthy causes and they also enjoy supporting their family, friends, and neighbors – You are providing them with an opportunity to do just that.

## Follow These 10 Easy Steps to Raise \$1,000 in 1 Week!

| <b>ACTION</b>   | <b>TOTAL</b> |
|---|--------------|
| 1. Sponsor yourself for \$25  | \$25         |
| 2. Ask 5 family members for \$25  | \$150        |
| 3. Ask 10 friends for \$20  | \$350        |
| 4. Ask 5 co-workers for \$10  | \$400        |
| 5. E-mail 12 people asking for \$25   | \$700        |
| 6. Ask 5 neighbors for \$10   | \$750        |
| 7. Ask 2 local businesses you frequently patronize for \$25                         | \$800        |
| 8. Ask 5 members of a club or organization that you are a member of for \$10        | \$850        |
| 9. Select 1 person or organization in your life and ask them to sponsor you at \$50 | \$900        |
| 10. Select 1 person or organization in your life and ask them to contribute \$100   | \$1000!      |

## Are you a new fundraiser to Festival For Life?

**Get started by taking on the Red Ribbon Challenge and set a fundraising goal of \$100!**

Beginning a fundraising campaign can sometimes seem like an overwhelming experience. But, if you set an easily attainable goal and break that goal down in to even simpler steps, you'll find that fundraising is not only easy, but is also a fun way of connecting with people that you know and getting them involved in a cause that you support.

Here's an easy way to raise \$100 in one day:

- Donate \$20 to yourself
- Ask 2 people you know to donate \$20 each to your challenge
- Ask 4 people you know to donate \$10 each to your challenge

**That's \$100!**



Look at it this way: Raising \$100 would mean more housing provided to get people off the streets; More meals served in the Food Bank; More free HIV tests administered so that people know their statuses; More transportation available to get to medical appointments; More counseling services offered to individuals dealing with new diagnoses or recent losses due to AIDS complications; and more education services to at-risk populations to decrease the number of new infections.

This is all possible, and easily done by taking on the Red Ribbon Challenge.

It's a challenge to get everyone you know to support what you believe in.

It's making a commitment to fighting HIV in our community.

It's easy to do.

It's fun!

Remember; when you raise \$100, you receive the official commemorative Festival For Life T-Shirt to wear with pride, letting everyone you see know that you made a difference in the lives of people living with HIV in our community.

**6260 E. Colfax Ave., Denver, CO 80220 | 303.861.9255 | <https://rebrand.ly/ffl2020>**

## New Virtual Additions to Toolkit

This year Festival-goers have access to fun, digital tools to show their support for Festival For Life and help with digital fundraising efforts.

Raising money can be more fun with the new FFL Bingo card! Download the Bingo card to help you get to your fundraising goal. Tag us on our Facebook page @festivalforlifeco or Instagram @cohealthnetwork with the hashtag #fflbingome when you reach BINGO or blackout. Utilizing the Bingo card is optional in your fundraising efforts.

Show your support on Facebook or Instagram by adding a FFL frame to your profile picture or story! Tag us on our Facebook page @festivalforlifeco or Instagram @cohealthnetwork.

Pledge forms, fundraiser page contact cards, and “#IWalkBecause...” cards are also made available for print on the [Toolkit page](#).

### Try getting creative in your fundraising efforts and see how successful you can be!

- Play the FFL Bingo Card!
- Hold an online Garage Sale or Bake Sale with curbside pick-up
- Dog Walk for Friends and Family
- Do Yard Work / Odd Jobs / Clean Patios or Backyards for Friends and Family
- Host a virtual Dinner Party / Cocktail Party / Backyard BBQ or Social Distancing Park Picnic
- Host an online Game Night / Scrabble Tournament / Poker Tournament
- Host an online Video Game Night or host a Twitch live stream event
- Sell Your Specialty (i.e., pies, jam, pizza, stew, homemade candy)
- Get in shape and ask people to pledge towards your physical challenge accomplishments (\$1 for every mile you run, 50 cents per push-up, \$5 for every pound lost, etc...)
- Host a Dollar Dash – get as many \$1 donation in one day
- Organize a “Dress Down” Day / “Penny War” at Work
- Sell Your Skills (i.e. Sewing, Auto-Maintenance, Candle-Making, Woodworking)
- Include Festival For Life on your e-mail signature and voicemail message
- Do you have an anniversary or birthday coming up? Ask your friends and family to donate to Festival For Life as a gift to you.

#### Especially For Kids

- Broadcast a Talent Show / Puppet Show / Play for Family, Friends, and Neighbors
- Sell Homemade Greeting Cards or Macaroni Necklaces

**These are just a few ideas to get your creative juices flowing. Be creative in coming up with other fundraising ideas!**

## Keep in Mind...

- **Not everyone will have the same response.** If you are getting all “no” or all “yes” responses, you are not asking enough people.
- **People are busy.** If you do not receive a response to a phone call or e-mail right away, it is good to follow up. Even people that are very excited to support your efforts may need reminding.
- **Most people can and will give.** It is important to remember that every single dollar you raise translates directly into services for people living with HIV and AIDS. That means that every donation, whether \$1 or \$1,000 matters. With that in mind, please do not make assumptions about who can give or how much they can give. Provide everyone the opportunity to contribute to your fundraising efforts and be open to all levels of support.
- **Giving feels good.** People enjoy the feeling of supporting great causes, as well as the people in their lives. It is important to always honor and acknowledge such generosity with a thank you. Help your donors know how great it feels for you to have their support and how much of a difference they are making in the lives of people living with HIV and AIDS with a written acknowledgement.

## Contact Us

The Festival For Life Staff is always available to help with your team building and fundraising efforts. You can reach us at 303.837.0166 or [development@coloradohealthnetwork.org](mailto:development@coloradohealthnetwork.org).

**Start Fundraising! Good Luck!**