

# Sacred Heart Food Pantry 5K Run / Walk Fundraising Tips

1. **Set your Fundraising Goal!!!**
2. **Make your own Contribution** – Lead the way by making your contribution first..
3. **Send a Letter or Email Asking for Support to EVERYONE you Know.** Write to all your friends and neighbors. Include a letter stating why you are participating in the Food Pantry 5K for and ask them to make a donation **Be sure to explain that 100% of the funds raised will support those in need.**

## Letter Writing/E-Mail as a Fundraising Tool

By using mail or e-mail to raise money, you can solicit contributions from a variety of sources such as:

- Family, friends, neighbors
- Your holiday card list
- Colleagues
- Business associates
- College friends, fraternity/sorority members, clubs, church members
- Businesses that you support, places where you spend money

## To Be Successful

- Always include a self-addressed, stamped envelope to make it easy for your sponsors to reply.
  - Include your address to make it easy for your donors to contribute.
  - Personalize your appeal by using familiar details about yourself, your history with the event and why you are doing this event.
  - Mention details about the Food Pantry. Connect your sponsors to our mission.
  - Take a good look at who you're asking for donations and make sure you ask for the right amount.
  - Follow-up with a phone call or e-mail to all those who have not responded.
  - Always send a thank you note when you receive a contribution. Include details and maybe even a photo. Your donors will be curious how the event went and how much you raised.
4. **Corporate Matching Gift** – Ask your company to match the amount of pledges you receive from your fellow co-workers.
  5. **Your Personal Friend Matching Gift** – Ask friends if they can investigate getting their company to match pledges.
  6. **Corporate Sponsorship** – Identify one or several large companies and contact them directly. They may be willing to sponsor you.
  7. **Yard Sale** – Know all that stuff that's been hanging out in your garage ... in your attic ... in your basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money raised toward your contribution to support the Sacred Heart Food Pantry!
  8. **Bake Sale** – Become Martha Stewart (and ask your friends to do the same) and host a bake sale. You can even have it in conjunction with your garage sale. It's a fact that people will buy more stuff on an empty stomach!
  9. **Extra Change in My Pocket Box** – Create these little boxes for your friends and family and have them place it on their dresser. At the end of the day they can drop that spare change in the box.
  10. **Start your own Extra Change Box** – Keep a jar near your door and every day put all your extra coins in it. It adds up. Or put it on your desk at work –others will join you.
  11. **Answering Machine Message** – This will alert everyone who calls you at home that you're up to something special! Let them know that you need their support!
  12. **Return Address Labels** – Print return address labels for your outgoing mail. Print something like, "I'm running in the Sacred Heart Food Pantry 5K Run/Walk– Will you sponsor me?" You may want to include a pledge form and a self-addressed envelope to make it really easy for them.

13. **Ask your Local Restaurants to Place a Money Jar at the Front of the Restaurant** –Check with the restaurant manager. He/she may be willing to place the jar in a high traffic area so lots of patrons can see it.
14. **Hold a Pot Luck or Theme Party/Dinner** –Hold a theme party for 10 (or more) of your friends. Each donation (you determine the amount) goes to support the Food Pantry!
15. **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. Of course have your pledge forms ready to go!
16. **Birthday Gift Pledge** – This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!
17. **Business Cards** – Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, name of the event and your address (or PO Box #). Hand these out to everyone you meet!
18. **Spinning Class** – Have a stack of pledge forms with you and ask your spinning instructor to make an announcement in class.
19. **Hair Salon** –Ask your barber or hairdresser to donate \$1 or \$2 of every haircut they complete over one weekend.
20. **Meet the Press** – Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these! It's a perfect way to get the word out.
21. **Neighborhood Chores** – Are you a Mr. Or Ms. Fix-it? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, or mowing the lawn.
22. **Used Book Sale** – Everyone has books that have been sitting on shelves or in the attic in boxes or in the basement collecting dust. Ask your friends, family and neighbors to donate whatever they've got and set up a little weekend book sale in your front yard. Put up some signs so people will know where the money is going. Once they know that they may even give you more money!
23. **Dress Down Day** – Ask your company to allow an official Food Pantry 5K Dress Down Day. For the privilege of dressing down, employees pledge \$\$\$.
24. **Start Now!** – **If you begin your fundraising NOW, you'll be able to surpass your contribution goal!**
25. **Don't get discouraged! In case you didn't receive an answer the first time you asked...ask again!**  
**Your potential donor may need a little reminder. Not everyone will give, but many will!**

**Ask. Ask. Ask.** Be sure you let your donors know that every dollar raised will help to provide food and other assistance to those in need.