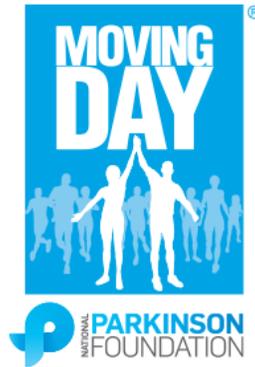


PEOPLE WHO MOVE CHANGE THE WORLD.®



FUNDRAISING IDEAS

1. Lead by example and make a **personal gift**. We recommend \$100 per walker.
2. **Personalize your fundraising page** with text about why you participate in Moving Day® Milwaukee and photos of the person you honor.
3. Send **emails** to everyone you know with a link to your personal fundraising page.
4. Utilize the tools in your **Participant Center** to help you fundraise.
5. Set an **ambitious fundraising goal**.
6. Reach out to everyone on your **holiday card list** and ask for their support.
7. **Give up purchased coffee** and donate that money to your Walk team.
8. Make an **announcement at your place of worship** and leave a collection tin in the lobby.
9. Post your personal fundraising page on **Facebook** and ask followers for support.
10. Host a bake sale, 10 items at \$2 a piece is \$20.
11. Host a **happy hour** at a local bar and collect donations at the door.
12. **Pack your own lunch** and donate lunch money to your Walk team.
13. Clean out the basement and host a **garage sale** with proceeds benefiting your Walk team.
14. Ask your company for a **challenge grant** where if you raise a certain amount of money in a given timeframe, they will match 2 for 1.
15. Ask your workplace for a **casual Friday** where employees pay \$5 to wear jeans and the proceeds benefit your Walk team.
16. **Expand your audience** and remember that it doesn't hurt to ask!
17. Solicit **local businesses** you frequent.
18. Plan a **game night** with friends or neighbors with proceeds benefiting your Walk team.
19. Let donors know that **every penny counts** and that no donation is too small.
20. Plan a **BBQ** and ask that guests make a contribution in lieu of hostess gifts.
21. Ask for donations in lieu of **birthday gifts**.
22. Host a **karaoke night** where guests sing for pledges.
23. Ask your company if they will match your gift with a **corporate matching gift**.
24. Don't be afraid to **ask for help**.
25. **Follow up**, send reminders and ask again if you don't hear back the first time around.