



Everyday Funding Tips

How to Fundraise on Your Time, in Your Life

First of all, people can't donate if they don't know you are walking! Talk about the AIDS Walk with everyone you come in contact with - your grocer, doctor, nurses, dentist, etc. Ask them if they would be willing to support your efforts. Make a list, or see our list to help get your walk started on the right foot.

Be a Guest Bartender - Ask your local bar if they will allow you to be a guest bartender for a night. Send out an Evite, inviting everyone you know to join you there for a drink (and ask them to invite everyone they know). Create a sign to place on the bar or a flyer that reads, "All tips collected tonight will go directly to the Heart & Sole AIDS Walk, benefitting Santa Barbara County residents living with HIV/AIDS." When people see the sign, they may be willing to dig a little deeper in their pocket!

Ask your Favorite Restaurant to help you Fundraise - Is there a local restaurant that you frequent? Are you friendly with any restaurateurs? Ask the owners if they will donate a portion of one evening's proceeds to your AIDS Walk fundraising total. Then make flyers with the information, create an Evite, and invite everyone you know to dine there on this evening. You'll bring in more business to the restaurant and more money to your AIDS Walk fundraising total.

Auction off your Skills or Trade your Services for a Donation - Are you a trained massage therapist? Can you organize a closet like no one else? What about cleaning house or re-vamping someone's resume? You can even be the "designated driver" for your friends for a night out on the town. Let people know that you're willing to trade your services for an AIDS Walk donation. Set your price high – it's for a good cause!

Raise Money on the Job

Organize "Dress-Down Days" at work - Ask management if you can have Dress-Down Days to benefit your team at work. Charge people \$5 to wear jeans to work on Fridays or any other specified day. This is a quick and easy way to raise big bucks. Everyone wants to be casual at work and contribute to a great cause.

Sell Goodies to your Officemates - Pick up bulk packages of the most sought-after sweets and set up an "on your honor" snack area near the photocopy machine. Charge \$1 per item.

Collect Loose Change - Everybody has a stash of loose change in a cup or jar just sitting around. Ask everyone to donate theirs toward your goal. You will be surprised how quickly it adds up.

Post an AIDS Walk Poster - Put up a flyer by the elevator, coffee maker, copy machine, vending machine, break room, or bathroom letting everyone know that you are joining the AIDS Walk and that you would be grateful for their donation. Get started today!

Designate a Certain Day as AIDS Walk Awareness Day – Post your personal sponsor posters around the office and hand out red ribbons to each person who donates.

Hold an office potluck - Ask everyone to cook and donate an item for a themed luncheon in the office. Then ask everyone who partakes in the lunch to donate \$5 to the AIDS Walk.

Utilize Corporate Matching Gift Programs - Many employers will match the charitable donations made by their employees. Review the list of companies to see if your employer has this program already in place. You may be able to double every donation you get.

Fundraising Thermometer - Make a poster with a thermometer, your goal being the top, and fill it in as you raise money. If you did the AIDS Walk last year, hang up photos or awards. Get creative!

Fundraising Events

Bake Sale - Bake sales are a sure fire way to raise money. Simply make some of your very best cookies, cupcakes, or pies. Have your co-workers and friends get involved, especially those that can't sponsor you financially. Advertise the sale and then watch the profits come in.

Karaoke Night - Sell tickets for an evening of awful singing at a local bar or at home. Get people to donate money to stop their friends from singing or have a singing contest. Charge an entry fee and have proceeds from the ticket sales go to your AIDS Walk goal.

Benefit Concerts/Gigs - If you know a band, DJ, or string quartet, ask them if they will do a benefit evening for the AIDS Walk at a local club or coffeehouse.