



## THE BASICS & More!

1. **Personalize your webpage.**
2. **Download and email all contacts.**
3. **Post on social media sites.**

**Your Participant Center:** Send emails from your participant center. Customize your personal webpage with a picture and your personal story. Email your fundraising letter to friends, family and coworkers and ask them to support you. Your email will have a direct link right back to your website and when they donate online, they will automatically receive a receipt for tax purposes. Ask everyone to forward on your email to 10 more people!

### **Making the most of Email:**

- Be sure to make your request personal. Why is this important to you? What difference will their donation make?
- Ask for a specific donation amount. \$10, \$25, \$50.
- Ask them to sponsor a “No Mo’ Chemo” party for a St. Jude Patient - \$74 or a Wagon to transport St. Jude patients while at the hospital – \$35.
- Insert a link to a YouTube St. Jude video that shows the No Mo Chemo Party, patients in wagons or gives research updates.

### **Send Reminders**

Don't feel bad about reminding those who have not yet donated that you're still collecting donations. People are busy and forget or become distracted if they don't immediately donate. It's always nice to send everyone on your list a note about how your training is going, concluding with a reminder about your fundraising status. Or send a “last chance” reminder for everyone to donate before your fundraising deadline, a last chance opportunity for them to help you meet your goal.

### **Tie your “ask” / reminder into a special occasion**

For instance, “my son is turning seven today. In honor of my healthy child, my goal is to collect 7 \$25 donations on his birthday.” Make it a social media challenge and count down the number of donations still needed. Thank those who have already donated.

Encourage your friends to make a **monthly donation**. Take a \$20 one-time donation to a \$20 monthly donation and you have converted it into a \$240 donation.

**Corporate Matching:** Take advantage of corporate matching gifts programs. Many of your donors may work for companies that have a program like this — their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift.

**Social Media challenge:** The Power of 10 - Ask 10 friends to donate \$25 each to reach a fundraising milestone of \$250! This will cover the cost of a unit of red blood cells for a transfusion for a patient.

**Donation for Miles:** Ask people to donate an amount per each mile of your race instead of the basic \$25 donation.

**Ask Everyone!** Your doctor, your vet, chiropractor, therapist, yoga instructor or personal trainer, your lawyer and insurance agent, your auto mechanic or dry cleaner. Ask everyone for a donation!

**Ask your neighbors:** Write a note to all of the neighbors on your block or in your apartment building to ask for donations. Include an update on your training and fundraising progress.

**Tribute Donations:** Encourage your donors to make their donations in “honor of”, “support of”, or “in memory of” someone they know who has been affected by cancer. This is a great way to let them feel very much a part of your experience.

Use your name and link to your website as your **email signature**.

**Voicemail:** Change your voicemail messages to announce the fact that you are running as a St. Jude Runner. This will be news to some and a reminder for all!

**Labels/Business Cards:** Create your own business card using the template in your participant center. Distribute them to everyone.

**Meet the Press:** Contact the editor of your local paper or your company newsletter — or both! Ask them to interview you about what you’ve undertaken and why, and include a request for support. Be sure they include instructions in the story for how readers can donate to you.

**Never miss an opportunity:** Now is not the time to be shy. Let everyone know that you are training to walk/run a marathon / half marathon / 5K. When they ask why, the conversation door has been opened. Take this opportunity to tell them why you participate as a St. Jude Runner and who YOU Race for. Let them know what your fundraising goal is and then ask for a donation. This is a great opportunity to educate your community and fundraise at the same time.

**Benefit night at a local restaurant:** Check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishment. Be sure to be in attendance and let everyone who walks in the door know that part of their purchase can go to St. Jude.

**“Loose Change Day”:** Ask your child’s school to have a “Loose Change Day.” Make a flyer encouraging each child to bring in loose change from their house to be donated. Encourage the math classes to assist with counting, predicting and rolling the change. This is a great way to involve the entire school. You can hold this event multiple times; every week or every month.

**Personal vending machine at work:** Have you ever wondered how much money the vending machine at work clears in a single week? Find out! Purchase some of the office favorites in bulk (or better yet have them donated!), mark them up, and sell them from your desk for \$1 or \$2. If you have a way to keep them cold, do the same with bottled water and sodas.

**Dress Down Friday:** Ask your boss if you can host a “Dress Down Friday.” Employees make a donation to get to dress down on an assigned day.

**Corporate Sponsor Shirt:** Identify one corporate sponsor that you can ask for a large donation. Offer to wear their shirt for advertising while training and on event weekend.

**Spare Change:** Ask your favorite restaurant or local pub to put out a jar for donations of spare change. Decorate it with quotes, pictures or just the SJ logo. Use anything to get someone’s attention. We’ve even seen portable piggy banks. Put these out somewhere obvious — you’re sure to get some attention.

**Ask your hair stylist:** If not a donation in the form of a check, then perhaps in the form product to use as fundraising incentives or as a raffle / auction item!

**Birthday:** In lieu of birthday gifts, ask your friends and family to make a donation to your St. Jude Runs page.

**House-Warming:** In lieu of a house-warming gift, ask your friends and family to make a donation to your St. Jude Runs page.

**Wedding Gift:** In lieu of a gift for your wedding, ask your friends and family to make a donation to your St. Jude Runs page

**Retirement Gift:** In lieu of a retirement party gift, ask your office to support you by donating to your St. Jude Runs page.

**“Sit” for Donations:** Baby-sit, pet-sit, house-sit. Offer services to the neighbors to get them involved.

**National Holidays:** Don't forget about Memorial Day, Fourth of July, Labor Day weekend and all of those picnics. Bring your fundraising link to share.

**Spinning Class:** Hit up your spinning class instructor and classmates. Set a goal at the beginning of the class, and if it's met, everyone donates \$1 per mile — or \$1 per minute.

**Community Finger Print-a-Thon:** A suggestion from a fundraising forum: “We used a company called Kid Safe Child ID Network, Inc. We found them on the web at [www.thekidsafenetwork.com](http://www.thekidsafenetwork.com). They were able to custom create 2,200 Bio-Docs for the local kids: The event was sponsored by the Chamber of Commerce, so it was free to the community. Kid Safe did all the work and we just promoted the event. It was very easy to do. After the event, we received a check for \$15,324.

**Coins:** Go to your local mall or shopping center and ask what they do with the coins in the fountain.

**“Thons”:** Cut-a-thon (hair salon), Mow-a-thon, Shovel-a-thon, Rake-a-thon. You name it. You can do it for donations. You can even use local Girl Scout or Boy Scout troops to help be your man power for this fun activity.

**Check-Out Donation:** Make up donation pin-ups for your desk at work. Co-workers can sign their name or purchase the card in someone else's honor. Hang the donation cards around your office in recognition to those that have donated.

**Donation location at work or other highly visible location:** Set up a table in front of your local grocery store. Get permission first, and then ask everyone who enters to support you. While this doesn't sound very glamorous, it's very effective. Remember that in addition to raising much-needed funds, you are also playing an important role in raising awareness.

**Dog walking for donations:** Send out a flyer to your neighborhood offering your services to dog walk or dog-sit while the owners are out of town.

**Walk or Run in Public:** Set up a treadmill outside of a store and walk for donations. Set out a donation can for people to drop donations in.

**Lemonade, anyone:** Have a yard sale with a lemonade stand, or just a lemonade stand. This is a great way to get your kids or neighbors involved and have them feel like they are joining you in making a difference.

**Garage Sale:** Ask all of your friends and neighbors to participate by donating items for sale. Make signs that indicate all proceeds are going to your St. Jude Runs event. Ask your local paper to run an ad as their contribution. Add a bake sale and/or lemonade stand, and have a straight donation jar visibly displayed.

**Car Wash:** Hold a car wash — either in your neighborhood, at your place of worship, or at your place of business. Ask local businesses to donate the supplies you will need and ask your friends to help wash. Add a bake sale; sell chilled bottles of water (that have been donated). If you have enough help, consider adding a dog wash!

**Used Book Sale:** A more focused and versatile version of a garage sale. Ask everyone you know (co-workers, neighbors, family and friends) to donate any books they have read and are finished with. Choose a time and place to have a used book sale — maybe your local farmer’s market, school carnival or community fair.

## **PARTY TIME!**

**Benefit Night:** Throw a fundraising party at a local establishment. Charge your guests an entrance fee (donation). But also make sure to ask that local restaurant, ice cream parlor or bakery to support you with a donation of 10% (or more!) of the night’s sales.

**Spaghetti Dinner:** Encourage your place of worship, work, school or other organization to host a spaghetti dinner to benefit St. Jude.

**Potluck Party:** Or organize a potluck party along the same lines where everyone brings a dish to pass and gets to socialize with friends and neighbors. The entrance fee to the party becomes your donation.

**Movie Party:** Host a movie party at your house. Every time the word “run” is said in the movie, everyone antes up \$1 in a donation bowl. Have pizza donated and charge at the door.

**Theme Dinner:** Hold a theme dinner party for at least 10 of your friends with a donation of \$50 a person. Spend just \$20 per person on food and you’ve raised \$300 in donations. Better yet, have all of the food donated!

**Wine-Tasting Party:** Have a wine and cheese-tasting party. If you know anyone (who knows anyone!) who owns, manages, or works in a winery — ask if they will host it! Charge at the door. Blind tastings are fun — or dress up the event with some very special vintages.

**Gala Night:** Host an elegant or formal party. Have food and beverages donated.

**Garden Tour:** Hold a garden tour at your home or at a local historical home. Have the tour promoted through your local newspaper.

**Host a coffee get-together** at your home or at a local coffee shop. Ask your favorite coffee shop to donate the coffee (and maybe even some goodies!). Invite your neighbors and friends. Let them know they will have a chance to pay tribute to someone affected by cancer (or any cancer) by signing your shirt. Suggest a donation of \$20 (or more!).

**Pet Birthday Party:** Have a fun birthday party for your pet — or a friend’s pet. In lieu of presents, ask for donations. Take photos of your guests with the guest of honor.

**TV Show Party:** Host a viewing party in celebration of the premiere or finale of a favorite TV show. Serve donated hors d’oeuvres and drinks. Charge at the door. This idea is great for inviting friends over to watch your favorite awards shows like the Oscars®, Emmy® Awards, Grammy® Awards, etc. Or, ask a local bar that has a big-screen television to allow you to have the party there and donate a portion of the food and beverage sales.

**Movie/TV Marathon:** Host a movie or TV series marathon. Choose a theme (Hitchcock, I Love Lucy, Gilligan’s Island, Seinfeld) and start the popcorn! Charge at the door. Enhance the theme with a suggested \$1 donation every time a specific word or phrase is spoken, every time Hitchcock himself appears, or every time Jerry has an “aside” with Elaine.

**Themed Music/Dance Party:** Host a music/dance night — 50’s, 60’s, 70’s, 80’s style. Play all of the old favorites. Ask people to come dressed in costume and dance the night away. Serve donated drinks and food. Charge at the door. You can even ask a DJ if they’d donate an evening for you, so you can have a complete selection of tunes!

**Scrapbooking Party:** Host a scrapbooking party at your house, or at the local store. Ask a pro to lead an inspirational idea exchange and have some great samples on display, some special supplies and/or discounts for attendees. Serve donated food and drinks and charge at the door.

**Game Night:** Host a game night — Monopoly, Trivial Pursuit, Scrabble, Poker, Bridge, Bingo. Serve donated food and drinks. Charge at the door.

**Sweets Party:** Have a dessert auction at work! Ask local restaurants, bakeries and grocery stores to donate yummy desserts. Post signs at work well in advance and then bring all of the desserts in to work on Friday. Hold a silent or live auction — who doesn't need dessert for the weekend?

**Tea Party:** Host a traditional High Tea, or ask a local hotel to do so on your behalf. Charge at the door.

**Kids' Game Day:** Invite your kid's friends, nieces and nephews, the neighborhood kids, the soccer team, to a game day at a local park or donated indoor location. Like a drop-off party, you coordinate a couple of hours of fun activities and ask the parents for a donation in exchange. Tetherball, Four Square, Jump Rope, Potato Sack races, Yo-Yo contests, you name it! Have donated snack food and juice boxes available to round out the fun.

**Swim Party:** Ask a local public pool to donate (or rent at a reduced rate) a couple of hours for a private party. This is a great way to get teenagers involved in the fundraising effort. Have donated snacks on hand, and be sure to include a lifeguard. Turn on some music and charge at the door.

**Children's Birthday Party:** Post signs at local schools and child care centers offering your party planning services for a sizeable donation. Plan a theme party and get supplies, favors, food and beverages donated. If you are crafty, you could even make costumes. Some ideas are a Princess Party or a Harry Potter Party.

**Silent Auction:** Ask some local businesses to donate items or gift certificates and hold a silent auction at your fundraising event, or on a payday at work. Things like a book of car wash certificates, \$10 off dry-cleaning, movie passes, play tickets, restaurant gift certificates, pet-grooming, a week of free coffee; the list is endless! Set minimum donation limits and allow people to bid them up. Some runners even get their place of business to agree to set up a silent auction for one item every Friday at work. They get something donated and the office has fun bidding on something new each week.

**Live Auction:** Same as above, but with an energetic auctioneer. Good for a large crowd and some big-ticket items; a trip for two, a special bottle of wine, landscape, pool or housecleaning service, auctioning off husbands for handiwork.

**Web-Based Auction:** Get friends and family to donate things for you to sell on an internet auction site. Make sure to let bidders know that the item's selling price is going towards your fundraising

**Special Screening:** Ask your local movie theatre to donate a special screening of a new release. Invite everyone you know and make flyers to get the word out. Charge at the door. Ask if the theatre will also donate a percentage of the concession sales for your event!

**Pancake Breakfast:** Host a pancake breakfast at a school, park or place of worship. Charge a fee. Get the pancake mix and other food items donated by local stores. Make it an annual event.

**Bowling Party:** Ask your local bowling alley to donate some lanes for a fundraising party. Invite your office-mates as a team-building experience, your neighbors, your family or a group of old friends. Charge at the door.

**50/50 Raffle:** Sell tickets to a 50/50 raffle at a large event or gathering. The prize is half the “pot.” The winner splits the “pot” with you — you get 50% of the proceeds and they get the other 50%. See if your boss will let you conduct a 50/50 raffle once a week at work.

**Baseball Game:** Or other local sporting event. Buy a section of tickets at a group rate and charge your family and friends twice the price. Get food donated and host a tailgate party.

## **SPREAD THE WORD**

**Ask your yoga instructor or personal trainer for a donated class:** Invite your friends to attend a special yoga/aerobics/step class donated by a trainer. Their admission fee of \$20 payable to St. Jude Runs becomes a donation, and the trainer gets the chance to build their client base. It's a win-win for all.

**Karaoke Bar:** Ask your local karaoke bar to host a benefit night. Invite all of your friends; charge at the door.

**Rock On!** If you know musicians, ask them to perform a benefit concert at a backyard BBQ, block party or local club. The admission ticket is a check made payable to St. Jude Runs.

**Play Tickets:** Ask your local playhouse to donate tickets and then auction them off. Better yet, ask them to donate season passes!

**Creative Friends:** Ask a local artist or creative friend to donate a piece of art or jewelry that you can auction off. If you aren't creative yourself, ask a friend to design a thank you card or blank note card that you can package, tie up with a ribbon and sell.

**Your travel agency:** Ask for a plane ticket to raffle off, a night in a hotel, or a weekend getaway.

**Hair Salon:** Ask your hair salon if they will donate \$2 from each haircut over the course of a weekend to your St. Jude Runs fund.

**Happy Hour:** Wear your St. Jude Runs shirt to Happy Hour and ask people to sign it for a \$10 donation. Ask the DJ to announce that you are in the bar.

## **WORK IT!**

**Christmas Lights:** Offer to put up your neighbors' outdoor Christmas lights. It's a job no one wants to do, and they might be delighted to have it done for them, especially if it's for a donation to St. Jude.

**Use Your Talent:** Offer any talent or skill that you have for a minimum donation; graphic design, massage, hair stylist, make-up stylist, photography, computer skills, sewing, music, baking, cake decorating, etc. Ask talented friends to donate their skills to your fundraising effort. Tie-in ideas with holidays, celebrations and party themes (wedding makeovers, baking party, holiday portraits). You can not only sell items that you make or sell your services, you can also host a class to teach others how to do it – cake decorating class, cooking class, etc.

## **A FEW FUNDRAISING REMINDERS:**

Many walkers host local events and activities to help them reach their fundraising goal. If you plan to fundraise through these methods, please remember the following: Local communities often have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities. Please check with your local government before fundraising in these ways. If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.), please check with the Property Manager before posting your materials. Be sure to note your fundraising activity is for St. Jude Runs.



### **OLD FASHIONED SNAIL MAIL**

Who doesn't love getting a handwritten note in the mail? Write a letter with the reasons why you are supporting St. Jude through running as a St. Jude Hero this year. You can even download stationery from your Participant Center at [www.stjudeheroes.org](http://www.stjudeheroes.org).



### **EMAIL EXPLOSION**

Import your contacts into your Participant Center and use the pre-formatted templates to begin your communication. Don't forget to PERSONALIZE them with why are you supporting St. Jude by adding pictures or even a video!



### **BAKER'S BEST**

It's a classic! Gather some friends and bake some tasty treats. Work in a large office building or have a kid's sporting game coming up? Sell them there. You can set the price or just ask for donations for St. Jude.



### **SOME ST. JUDE SPIRIT!**

Most families go out to eat at least once a week. Why not make it a spirit night for St. Jude? Many businesses will offer 10-20% of their sales for the day to a charity. Ask a restaurant you frequent about their program. TIP: The more people you give the flyer to, the more money you earn. Share it at your child's school, local fire station, church, workplace, etc...



### **AT YOUR SERVICE**

These days, everyone is busy and friends and neighbors often need help with their pet care needs and their household duties. Offer to walk dogs or mow a neighbor's lawns for a donation.



### **UTILIZE FACEBOOK**

Click on the Facebook icon in your Participant Center to share your post about supporting St. Jude. This is a great way to recruit members and receive donations. Facebook can reach your friends far and wide.



### **WASHING IN THE WINNINGS**

Ask a local business on a busy road to use their parking lot for a car wash. A great way to guarantee customers (and fundraising dollars) is to pre-sell tickets prior to the event at work, church, to friends, neighbors, etc...



### **GOT STUFF?**

Who's got stuff to sell? Gather up some old treasures you've been meaning to discard and schedule a garage sale. Want to earn more? Ask your entire neighborhood to join in and donate a portion of what they make.



### **CHILI COOK-OFF**

Host a Chili Cook-off by recruiting some fabulous cooks and then asking people for an entry fee to an all you can eat Chili Cook-off. Celebrate the day with a contest and prize for the best chili.