

Sample Team Fund-raising Plan

\$1,500 Team:

- **Recruit 10 walkers to raise a minimum of \$150 each:**

This is now easier than ever if your walkers register and fund-raise online: <http://greatstrides.cff.org>

\$2,500 Team:

- Recruit 10 walkers to raise a minimum of \$150 each: <http://greatstrides.cff.org>
- **Send a letter writing campaign to 40+ people:**
Send a letter to everyone you know and personalize your letter with fun stationary and photos to make it personal

\$5,000 Team:

- Recruit 10 walkers to raise \$150 each: <http://greatstrides.cff.org>
- **Recruit 10 walkers from work to raise \$150 each (don't forget to ask about matching funds!)**
- Send a letter writing campaign to everyone you know
- **Ask one friend/family member on your team to start a letter-writing campaign**
- **Recruit one corporate or local business sponsor**
Corporate and local business sponsorship starts as low as \$500 – look to your team, family members and personal contacts to determine where they work for ideas.
- **Involve your workplace in a Jeans Day, bake sale, or ice cream social**

****Tip:** Ask members of your team if their company has a Matching Gifts Program and easily double the dollars raised!

\$10,000 Team:

- Recruit 10 walkers to raise a minimum of \$150 each: <http://greatstrides.cff.org>
- Recruit 10 walkers from work to raise \$150 each (don't forget to ask about matching funds!)
- Send a letter writing campaign to everyone you know
- Ask two friends/family members on your team to do a letter-writing campaign
- Recruit **TWO** new corporate or local business sponsors from your personal contacts
- Involve your workplace in a Jeans Day, bake sale, or ice cream social
- **Identify one person from your team or workplace to branch off and start a "sub-team"**
- **Ask your local bank manager, grocery store or other local business to sell pin-ups at their business for your team**

Fund-raising Plan Checklist

_____ **Recruit walkers to raise \$150 each:** \$_____

- Friends
- Family
- Neighbors
- Member of local clubs or organizations (book club, sports team, chamber, gym, etc.)

_____ **Start your on-line fund-raising:** <http://greatstrides.cff.org> \$_____

_____ **Send out a letter-writing campaign:** \$_____

- Holiday card list
- Wedding list
- High school/college alumni
- Neighborhood
- Vendors at your work

_____ **Ask others on your team to send out a letter-writing campaign:** \$_____

- Siblings, grandparents or other family members
- Friends
- Members of your walk team

_____ **Encourage your team members to branch off and start their own teams:** \$_____

- Corporate walk team from your work or team member's work
- Inquire about matching funds programs
- Start a "sub-team" under my own team

_____ **Recruit possible Corporate or Local Business Sponsors:** \$_____

- Review sponsorship levels/benefits (Packets available from your local chapter)
- Approach your company about being a Corporate or Local Business Sponsor
- Approach your company's vendors about being a Corporate Sponsor
- Fill out the "Sphere of Influence" to generate ideas for possible sponsors from the people you already know
- Ask members of your team for ideas from their personal contacts
- If a company can't do a sponsorship, ask if they'll do a corporate walk team
- Contact the CF Foundation with the message and/or photo you'd like to appear on your sponsor's sign at the walk. Your team will love seeing your sign on the walk route!

_____ **Involve your company & team in other fund-raising ideas:** \$_____

- Recruit additional walkers and/or recruit team leaders to start new walk teams
- Inquire about Matching Funds from your company and team member's companies
- Dress down day ("Jeans for Genes")
- Ice cream social
- Raffle (Day off with pay, gift certificate to local restaurant, etc.)
- Bake Sale (Valentines Day, Mother's Day)
- Coin Drive Competition in your child's school
- Sell pin-ups to banks, grocery stores or other local businesses

If you have any questions about fund-raising ideas and/or corporate and local business sponsorship, contact the Alaska Chapter– we're here to help! (800) 647-7774 or alaska@cff.org.