

7TH ANNUAL THE GINORMOUS CLIMB CAC STAIRCLIMB APRIL 4, 2020

Fundraising Ideas & Suggestions

- **Maximize the impact of matching gifts.** Many companies will match their employees' charitable contributions. Be sure to ask your donors if their businesses participate in a matching program and you can double the impact without having to double your effort! And, be sure to check with your own employer to find out if they offer a match.
- **Host a round of March Madness brackets.** Much like Super Bowl Squares, March Madness is a fun, easily accessible way to engage your donors in something that they'd likely be doing anyway. ESPN.com and Yahoo.com (and undoubtedly several other sites) offer free sign-ups for electronically hosted brackets. Your participants each pay an "entry fee" and half of the pool goes to your climb, while the other half goes to the winner of your own little NCAA tournament.
- **Create mini-fundraising windows.** Designate a series of 24-hour periods and encourage your network to give within this time. Set a goal: "During these next 24 hours, I'm trying to raise \$250 towards my Ginormous Climb!" Add some urgency to your campaign, and your donors will be more likely to respond right away. These days can be tied into the calendar – Valentine's Day (*do something sweet for children in need*), St. Pat's (*celebrate your luck by helping others*), Easter, Daylight Savings (*spring forward to help others*), the first day of spring, etc. – or of your own choosing (i.e. birthdays, pets' birthdays, anniversaries, etc.)
- **Create your own contests.** Local businesses are often looking for ways to give back to their communities. Reach out to them to ask if they will donate a gift card or product. Each week during your fundraising campaign, host a new contest for a different prize: "Anyone who makes a gift of \$10 or more towards my Ginormous Climb between now and noon tomorrow will be eligible to win a \$50 gift card to [insert business name]! Thanks in advance for your support!"
- **Host a [insert your favorite food/drink] tasting party.** Invite guests to taste some of your favorite cheeses, chocolates, wines, or other guilty pleasures. Encourage guests to give \$1 for every taste or suggest an affordable "admission fee" to the event. Contact local shops to see if they'll donate food or beverages, or even let you use their shop for the event to keep costs down. Be sure to mention that you are organizing the event because you are participating in the Ginormous Climb for CAC.
- **Spice up your fundraising event.** Hosting a fundraising event for friends and family at a local hangout spot is a great way to get your donors engaged in your fundraising. Raffles (50-50 or for items) and silent auctions offer different ways to advance your cause and entertain your donors.
- **Spring clean for charity.** Host a yard sale and clear out all of that junk that you've been meaning to get rid of! Have your buyers donate to your climb participant site instead of paying for their treasures, or donate the proceeds to your climb.

The bottom line

Overall, the most important thing to keep in mind is to be yourself and have fun – if you're enjoying yourself and are passionate about your cause, you're more likely to attract donors who will feel the same way! We at the CAC cannot thank you enough for all that you're doing for the kids & families who come to our Center. We can't wait to see you at the top on April 4th!