



ROAD TO \$5K

When you have a big fundraising goal, it is easier to break it down into smaller amounts to make it less overwhelming and more manageable.

\$1,000
PERSONAL OUTREACH

\$1,000
LOCAL BIZ SUPPORT

\$1,000
HOST A RAFFLE

\$1,000
HOST EVENTS

\$500
MATCH DONATIONS

\$500
SPONSORSHIP

\$1,000 **PERSONAL OUTREACH** **(SNAIL MAIL)**

- Write a personalized letter (type it with pictures) that tells your story about how you are connected to the WinterKids cause
- Print out 150 copies
- Get your personal address book and the address book of family members (parents, significant others, boss WHOEVER) and start writing. HINT: Your Christmas card list is a GREAT go-to for this.
- Set aside an hour a night, while you watch TV, to personally write a quick note to every person on your list. Can be 1 or 2 sentences – sign each letter.
- Send each letter with a self-addressed envelope (no stamp) so it is EASY for them to write a check (made out to WinterKids) and send it back to you.
- Drop off all your checks to WinterKids at our offices or drop them in the mail for us (we must have them by March 3rd at 5pm in order for them to count towards your fundraising goal.)
- **If you send letters to 100 people, and 40 of them write back with \$25 donations each, you'll get \$1,000.**

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\$1,000

LOCAL BUSINESS SUPPORT

- Think of your network, identify 20 people who you know work as local businesses.
- Give the letters you printed earlier to these friends, ask them if they will ask for a \$100 donation from their business towards your fundraising campaign.
- **If half of the people you ask come through, you'll have another \$1,000.**

\$1,000

HOST A RAFFLE

- Take a look around your community, do you know local businesses that might donate gifts or gift cards towards your raffle? Create a list of raffle items and start selling your raffle tickets to friends and family online (there are lots of online raffle options to use) or just host it on your own. You can collect the money and make one big donation to WinterKids to your fundraising page. 50/50 raffles are also very popular.
- **If you host a raffle where you sell tickets for \$10 each and 50 people buy tickets, you'll have \$500**
- **If you host a 50/50 raffle where you sell tickets for \$20 each and 50 people buy tickets, you'll have another \$500**

\$1,000

HOST EVENTS

- There are lots of fun ways to create fundraisers with your own mini event.
- You can have a trivia night where participants pay to join, host a cook-off where people pay to enter their food to win AND people pay to eat the food submitted for entry (and vote for their favorite).
- If you know a band, ask them if they will donate the door ticket sales to your fundraising campaign. Ask your local restaurants if they do a "non-profit" night where they donate a proceed of the evening's sales to a non-profit. If you start early, you could be hosting 1 event a month.
- **If you host 4 events, and make \$250/per event, that is \$1,000 dollars**

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\$500

MATCH DONATIONS

- Do you know someone who has donation matching at their company (or do you?) A great way to increase your fundraising is to get your company, or someone else's to match donations.
- Be sure to be asking everyone who donates if they have donation matching at their company.
- If you make your own donation to your fundraising campaign, be sure to ask your own company to match it!
- **If you have 5 friends who made \$100 donations with matching donations, that is \$1,000.**

\$500

SPONSORSHIP

Find one local company, perhaps someone you are close with and have a great relationship with, if they will be your official sponsor of your D24 experience. You can wear their colors during the event, mention them on your fundraising page, take a photo with their product or branding on the mountain, or do a custom shout out for them on your social media. One company, friend, family member may feel honored enough to have their name all over you during your time at the D24!

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