



Fundraising Tips for Captains

- **Create a Personalized Webpage:** Raise funds through our website (www.mercerislandhalf.com). Click on "Support Our Causes" on the top banner, then scroll down to "Fundraising" and follow the online directions. This will allow you to create a personal web page that enables you to send a link by email to your supporters.
- **Personal Donation Letters:** Send a letter to your supporters explaining your goals and offering suggested donations amounts. (e.g. \$10, \$25, \$50, \$100, \$500) Be sure to leave a space for "other".
- **Matching Funds:** Local businesses and employers are often willing to match donations. Encourage your supporters to check with their employers.
- **Company Fundraising:** Set up a visual reminder of fundraising efforts in your office with a thermostat charting the dollars raised to meet your goal.
- **Start a Water Bottle Fund:** One individual can make a difference collecting pennies, nickels, dimes and quarters. It can be as easy as collecting spare change from colleagues. One man simply set up a 5 Gallon "water fountain" bottle at his desk at a large corporation and asked people to drop in their change. He set up the bottle one month prior to the event. Every day during that month he reminded his co-workers of his goal and simply asked for their spare change. At the end of the month, he collected well over \$500 in loose change for the cause.
- **Start a Competition:** Give a prize for the person who raises the most amount of money for the team.
- **Remind Team Members:** Inform members of your team and supporters how their donations are helping people battle colon cancer in our community.
- **Make it Fun:** Encourage team members to make team t-shirts or costumes, make a YouTube video and post it on Facebook. Get everyone in your family involved, start competitions between office departments and between friends and family members. Remember the cause!

IF YOU WOULD LIKE BROCHURES OR POSTERS, PLEASE LET US KNOW!!