



## Fundraising Tips for Captains

- **Create a Personalized Webpage:** Raise funds through our website ([www.mercerislandhalf.com](http://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!!**