



Fundraising 101

Here are some helpful tips to get you started on fundraising for HIV Walk New Mexico & 5K Fun Run

- Download a fundraising thermometer from the website Tools Tab , add your team name and display the thermometer in your lobby or breakroom so that all can watch your team's progress.
- Offer your services as a babysitter; donate the proceeds to your Walk Team.
- Host a dinner or a cocktail party at your home. Charge an admission fee which covers expenses and apply your 'profit' as a donation to your team.
- Start a change jar; decorate it and leave it on your desk at work. Watch how your fundraising grows.
- Ask your congregation, club, or school to host a dinner. Charge admission and apply the proceeds to your team. You may also get folks to join your team!
- Change your outgoing voicemail message to indicate that you have accepted the challenge of raising funds for HIV Walk New Mexico & 5K Fun Run. Let folks know where they can make online donations.
- Adjust the signature on your personal e-mail to indicate that you have accepted the challenge of raising funds for HIV Walk New Mexico & 5K Fun Run. Provide the link to you personal page so your friends and family can click on it and donate to your campaign. The HWNW5K is available in the media kit on the website.
- Allow staff/students to purchase dress down days, or jeans day for \$5.00 per person per day.
- Hold a chili cook off. Folks can compete against each other for the title of Chili Master. Those that are not in the competition can vote with dollars to help determine the winner. Have several categories: Overall Best, Hottest, Most Original, etc... Do this at your office, sub division, or school.
- Coordinate with your PRA or school administration to have a hat day at school. Offer students the opportunity to pay a fee to wear their favorite hat for the day. Offer this opportunity a few times during the campaign.
- Check to see if your employer has a matching gifts program. You could double or even triple your contribution to the cause!
- Host an auction. Ask everyone you know if they have any goods or services they would like to donate. Massages, vacation homes, cooking lessons, tutoring sessions, guitar lessons, babysitting services, art work, sports memorabilia, concert and play tickets, etc.... Watch the offers grow, in turn so will your fundraising.