

## FUNDRAISING IDEAS AND HINTS



- \* **Most Successful Idea.** Mail a fundraising letter to your friends, family and neighbors with a self-addressed stamped envelope. See our sample donation request letter.
- \* **Create a Personal Fundraising Webpage through FirstGiving.** Email those you know out-of-state/town to support your cause by donating through your webpage. Visit <http://www.sowy.org/index.php/jackalope-jumps> to create your personal fundraising webpage.
- \* **Add the Jackalope Jump logo to your email signature.** Be sure to include the link to your personal fundraising webpage to encourage everyone to visit and donate.
- \* **Form a team at work or with friends.** Select a captain, choose a team theme...like "Super Jumpers" and dress up like superheroes - wear matching shirts and make a statement or showcase your business.
- \* **Double your fun.** Challenge a friend or colleague to Jump! (See our sample challenge letter.)
- \* **Track your pledges.** Use the [Jackalope Jump Pledge Sheet](#) to track your off-line donations. All donations made on-line through FirstGiving will be tracked on your personal fundraising webpage. Add your off-line donations to see your total amount.
- \* **Double your pledges with matching funds.** Ask your supporters about matching funds from their employers.
- \* **Share your plunge experience on Facebook.** Blog, video, photos - share for everyone to enjoy.
- \* **Always follow up via phone and/or email.** People will appreciate the reminder.
- \* **Send thank you letters to all sponsors** and include a crazy photo so they will remember you for next year.