



FUNDRAISING MADE EASY

Fundraising can be challenging, exciting and rewarding. Understanding your cause helps. Le Bonheur Children's Medical Center is the first and only comprehensive pediatric medical facility in the Mid-South and is a not-for-profit organization. Last year Le Bonheur Children's treated more than a 128,000 children for minor emergencies to life saving surgeries. Your commitment to help support the efforts of Go Jim Go! will help Le Bonheur Children's continue to provide exceptional healthcare to the children of today and tomorrow. To learn more, please visit www.lebonheur.org.

The following information will help you in raising funds for Go Jim Go! Set a goal, make a plan, be creative and do what feels comfortable to you. You will be surprised what you can accomplish. Remember who you are raising funds for – the many sick and fragile children cared for at Le Bonheur Children's every year.

1. My Fundraising goal is \$_____

2. Create your fundraising plan:

Face to Face Ask

- This is most effective and direct way to raise funds. Do not feel guilty about asking for pledges. Remember you are raising money for Le Bonheur Children's, a place where miracles happen. Your fundraising efforts will help make a difference to the life of a child.
- Tell friends, families, co-workers – everyone you see, you are cycling to raise money for Le Bonheur Children's.
- Educate the person you are asking. So many people do not realize Le Bonheur Children's is a not-for-profit organization. Since the day our doors opened in 1952 they have never been closed to a child needing medical attention, regardless of their ability to pay. If you need additional information please call 901-287-4440 or visit www.lebonheur.org.
- Thank the potential donor no matter their response. If they say no, be sure to thank them for their time and consideration.

Letter/Email Writing

- Using letter writing will expand your potential donor base to individuals you may not see on a regular basis. It also takes some of the pressure you may feel from a face to face ask.
 - Including a self-addressed stamped envelope helps ensure return of a donation.
 - Share your fundraising goal.
 - Include information about Le Bonheur Children's, share your own personal story.
 - Suggesting a donation amount helps the donor - \$10, \$25, \$50 or more.
 - Ask donors to make checks payable to Le Bonheur Foundation, include your name in the memo line.
 - Le Bonheur will send thank you notes on your behalf, so be sure to provide us with donor addresses.
 - Email your letter to all your email contacts; ask them to pass along to their email contacts.

Raise \$500 in 5 days!

Day 1: Sponsor yourself for \$50.

Day 2: Ask ten friends/family members to each contribute \$20.

Day 3: Ask five neighbors to each contribute \$10.

Day 4: Ask ten co-workers to each contribute \$10.

Day 5: Ask four businesses you frequent to each contribute \$25.

FUNDRAING TIPS & IDEAS

Getting started is the hardest part of fundraising. But you have already set your goal and now you just have to work toward that goal. Most people raise more money than they anticipate. So relax and have fun.

Be prepared. Always carry your Go Jim Go! pledge form with you. **You never know** a donation could come from anyone, anywhere or anytime!

Talk about your cause. Tell everyone you know you are participating in Go Jim Go!, an event to help raise funds for Le Bonheur Children's Medical Center. Share information about Le Bonheur Children's, share a personal story. Let them know you have set a personal goal and ask them to help you meet that goal. Tell everyone you know. Tell everyone you don't know – the person standing in line in front of you at the grocery store. Just talk about your cause to all who will listen.

Start Early. It takes time to meet your fundraising goal. Start now, it's never too early to begin fundraising. Everyday you can meet potential donors. The sooner you start the faster you will meet and more than likely exceed your personal goal.

Make a list of everyone you know. Past and present. Friends, family, co-workers, acquaintances, everyone you can think of. Compile the list into categories – email, regular mail, face to face, donors who might give BIG, individuals that might respond to a party or gathering. Compose your letter to use for e-mail as well as regular mail.

6 Fundraising Rules

1. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. And ask some more!
Remember, you are not asking for a personal loan. You are asking for money to help the many children seen each year at Le Bonheur Children's Medical Center. The young patients are treated for brain tumors, congenital heart defects, organ transplants and many other life threatening illnesses.

You are putting yourself out there. You are the one with the passion and determination to do something to make a difference. You are the one riding over 60 miles a day, possibly on multiple days with Jim Jagers. You are the one sacrificing your time to train. You are simply asking family, friends, co-workers and others to help you support a good cause. You are rallying a team of people who care about the health and well-being of children. You will be doing the hard part – pedaling miles across various terrains regardless the weather and they will be with you in spirit.
2. Know why you're riding. Educate yourself about Le Bonheur. Learn a few key facts you can share as you do your asking. Le Bonheur is an incredible place where miracles happen. Be prepared to share some amazing patient stories. You can read about Le Bonheur Families on our website at www.lebonheur.org. You can also find out a variety of facts to share about Le Bonheur and the new facility being built.
3. Set a goal of at least \$250, \$500 or more. You will be amazed at how quickly you meet that goal, but don't stop there. Keep educating people you know and meet. Once they hear about all the good Le Bonheur Children's does for the children in the community, they will be happy to give. **Don't be afraid of asking people for larger donations, if they can't donate as much as you have asked, they will let you know and will give what they can.**
4. **Ask correctly.** You are making a huge commitment to support a cause you believe in. Don't be apologetic about asking for money. Most people will be impressed when you tell them what you are doing. When you ask, be straightforward. State your case and let them know **what** you are doing and **why**, share your goal and then ask for a pre-determined amount. **Do not follow up with, "If you can't, I understand..."** That may lose you a donation. Stay quiet while they decide if and how much they can give. Practice your ask before you make it. People will surprise you. You will find most will say yes!

Note: Billions of dollars are given to charities each year and 95% of that is given by individual donors like your friends, family and co-workers.

5. **The magic words** ... of course you'll say please when asking for donations, but don't forget to thank your donors. Follow up with them to let them know how successful your fundraising efforts were. Give them information about the event and thank them again. Make them apart of your Go Jim Go! experience. Let them know how much their contribution meant to you and the children of Le Bonheur. Le Bonheur will also send them a thank you note and tax receipt letter for their donation of \$10 or more.
6. **Follow up.** Chances are you won't reach your fundraising goals with your first batch of letters or emails. Your friends and family may have every intention of donating, but may misplace your letter or forget. Be

sure to follow up, touch base with your potential donors, be sure they received the information you sent them. As you come across other names and addresses, mail them a letter as well. Just keep asking and following up. Soon you will meet your goals.

How to compose an effective fundraising letter

A personalized letter is the most basic tool of fundraising, that's because it works. Begin your fundraising with a letter first! Use it to explain the facts - that you will be participating in Go Jim Go! and riding over 60 miles a day (possibly on multiple days) to raise funds and awareness for Le Bonheur Children's and would like to offer them the opportunity to help support Le Bonheur Children's, include some facts about the hospital and why the cause is important to you. Send your letter to everyone on your mailing list and look for more addresses and mail out more letters. Make it as easy as possible for your potential donors to support you. Include a donation form with your letter, pre-addressed return envelope already stamped. Be sure to include the website information for Go Jim Go! in your letter, www.lebonheur.org/gojimgo. Your donors can go directly to the link and make a donation in your honor. The website will guide them through the donation process.

Emails are also an effective fundraising tool. Gather your list of email contacts and email the same information in the letter you sent via regular mail. Be sure to include the website address to make it easy for them to make a donation in your honor. Once again, even after you send your first wave of emails, as you receive emails from others be sure to forward them the email about your fundraising cause. The more you ask, the more you will receive.

More Fundraising Ideas

Throw a Party

If you have a circle of friends and acquaintances, throwing a party is a fun and effective way to raise money. Invite as many or as few guest that your location will allow. Plan that all invited may not be able to attend, so over invite! You can either ask people to pay a fee to attend or ask them to make a donation when they arrive. Get your food and beverages donated so the money you raise will go to your fundraising goal. Some party themes include:

- **Gourmet Dinner Party:** Treat guests to the finest cooking, or the finest your local restaurants have to offer. Have food donated and ask for donations from your guests.
- **Ethnic food Sampler:** Let your friends sample the best from Italy, Greece, Mexico, etc. Have everyone bring an ethnic dish, and a donation!
- **Progressive feast:** Ask your neighbors to provide one stage of the meal at their homes (cocktails, hors d'oeuvres, dinner, dessert, and nightcap). Invite friends along, and have each give a donation.
- **Wine Tasting Party:** Contact your local wine shop to see if they can provide a wine expert. Consider a silent auction for a bottle of premium wine.
- **Road Rally Treasure Hunt:** Charge a registration fee for every person on the team. Organize a route with clues at each site for contestants to find the next stop. Establish a time limit and final meeting place. Arrange for prizes!
- **Picnic with a Purpose:** Reserve a local park shelter with volleyball net, basketball courts, etc. and get food/drinks donated. Invite friends and charge \$25 donation for each person who wants to join in the fun.
- **50s, 60s, 70s or 80's Party:** Have a "dress up like your favorite decade" party. Play music from the times and ask everyone to dress up in those groovy clothes! Get food and drinks donated. Charge admission fee to dance the night away!
- **Ugliest Bridesmaid Dress Party:** Reserve a clubhouse or other location and invite your friends (females, preferably!) to come dressed in their worst bridesmaid dress (we all have one!). Bring pictures from the wedding, and have fun playing dress up.
- **Wedding Dress Resurrection Party:** Have friends attend in a wedding dress (theirs, or someone else's). Bring pictures of the dress in motion! Could be held in conjunction with the Bridesmaid Dress Party!
- **Old Movies Party:** Rent some oldies but goodies, and invite friends to come enjoy the movies for a fee. Get popcorn, and colas donated.

Take your Goal to Work!

- **Dress Down Day:** This is a great promotion for those people in a formal and conservative work environment. For a donation (e.g., \$5 or more), an employee has the company "okay" to dress down for a specified day. (No ties, suits, etc.)
- **Covered Dish Lunch:** Ask coworkers to bring a covered dish for a lunch party. Charge coworkers a lunch fee.
- **Day Off Work:** Ask your boss to donate a "day off from work" to be auctioned.

- **Heart Sale:** Sell paper cut outs of Le Bonheur Hearts to fellow employees. You can post each heart with the employee's name on your wall at work to show who is being supportive of your hard work!
- **Company Matching Gift Program:** If your company has a matching gift plan, take advantage of it. If not, ask your manager if he/she will consider matching the employees' contributions.

Sell Something!

- **Garage Sale:** Team up with neighbors and coworkers for donated items to sell.
- **Bake Sale:** Works well at the workplace and after church service.
- **Silent Auction:** Feature nanny services, baked goods, vacation houses, baseball game tickets, dinners, etc.

Other Cool Ideas

- **Donation canisters:** Place them at various locations such as convenience stores and fast food restaurants.
- **Tennis Tournament:** Ask an athletic club to host an all-day open doubles tennis tournament, and charge \$20 per player. Get food, drinks donated from local restaurant.
- **Golf Tournament:** Same as tennis, but get golf course/country club to donate course for a day. Charge accordingly.
- **Silent Art Auction:** Get local artists to donate artwork and hold an auction at a local restaurant with all proceeds going toward your campaign.
- **Bachelor/Bachelorette Auction:** Invite all of your single friends to participate and host at a local pub.
- **Parent's Night Out:** Volunteer to keep friends' children for a few hours on a weekend night at a donated location (school gym, YMCA, nursery) for a set fee. Ask friends and/or family to help out.
- **Fundraising Concert/Writers Night or Karaoke contest (similar to American Idol).**
- **Booth at a outdoor event** (selling food, drinks, etc)
- **School/work stunt:** Be creative, challenge teachers/students/co-workers to raise \$2000 in one week and then participate in a stunt, sleep on a roof, kiss cow, etc.
- **Proceed Night or Day at local restaurant or business (hair salon):** Ask if 10-15% of all sales from a day or night could be donated. Some may be more inclined to agree if customers bring in a flyer with "Family's" name on it.
- **Church Bulletin:** Ask to have a brief section regarding your fundraising campaign including your address for donations to be sent

When it comes to fundraising for Le Bonheur Children's the sky is the limit – so reach for the stars!

Thank you for helping Le Bonheur help us!



Riders raising the most pledges have the opportunity to win prizes, including a gift card for a custom made bike from Bikes Plus.

Need more information? Contact Le Bonheur Foundation at 901-287-6308 or email Liz Salton at saltone@lebonheur.org.