



Keys To Team Fundraising Success

The most successful teams use a combined approach of individual and team fundraising.

Understand your target audience members. Try to identify something that might be of value or interest to them.

Publicize the fundraiser heavily. The more people who know about your event, the greater the likelihood of success. Use the online tool to promote your team fundraiser to other teams.

Get excited. Take on the fundraiser with great enthusiasm. It's contagious!

Keep the momentum going. Plan fundraising activities on a year-round, ongoing basis.

Online fundraising is a quick and easy way to ask for donations. Use your team fundraising page to get started today.

Post the link to your personal fundraising page on Facebook with a note about why you participate in Relay For Life events, and watch your fundraising thermometer rise!

Be sure to say thank you to those who donate online.

Send a follow-up note after the event to let each person know how their gift helped in the overall success of your fundraising efforts, your team's fundraising success, and the event's fundraising total.

Customize your personal web page with your story and a great photo after registering online as a team member.

Email everyone in your address book. This is the most important step, because you'll only get a response if you ask. Many people respond to an online request much more quickly than if they have to write a check. It's fast, it's easy, and it can help save lives from cancer.

The type of fundraiser you choose is only limited by your creativity.

Host a holiday-related fundraiser. Holidays are a great time for fundraising. You can make personalized cards and sell them along with bulk candy. Other options include hosting a pumpkin carving contest and asking for donations in exchange for votes.

Fundraise with food. Food is a great way to bring everyone together. Host an ice cream social, spaghetti dinner, barbecue picnic, or pancake breakfast, and ask everyone who participates to make a donation.

Offer a service. From car washes to house cleaning to ironing clothes, think of all the services you can provide to collect donations.

Make it competitive. Organize teams for bowling, hockey, basketball, volleyball, dodgeball, or soccer tournaments. Charge an entry fee, and award donated prizes to the winners.

Get going with games. Fill a jar with jelly beans, and ask people to make a donation to guess the number. Have a local business donate the grand prize. You can also host a game night and have everyone make a donation to attend.