

SATURDAY MAY 6, 2017

FUNDRAISING

TIPS, IDEAS, & OPTIONS



TIPS

Many people tend to be afraid to ask other people for money in support of a worthy cause, because they are either afraid of hearing “no,” or they think the person will be insulted when asked if they would like to donate to a cause they don’t support.

A more appropriate way to look at fundraising is that IF you don’t ask, then you are not giving someone the opportunity to donate to a cause they may want to support or learn about. People enjoy giving.

It is OKAY if someone says “no” when asked to consider making a donation to support the Ozark Trail Association (OTA) through your OT Challenge Hike fundraising effort. Go for the “no” and be positive and persistent with those who imply they will donate, but just take their time to do so.

IDEAS

1. Make a donation to your own fundraising page to show you are committed to the effort.
2. If you are not an OTA member already, your “new member” payment counts toward your goal.
3. If you bring any other new members to the OTA, their membership payment counts toward your goal.
4. Online or direct check donations by any individual goes directly to your fund raising page. Reach out to:
 - Family
 - Friends
 - Neighbors
 - Co-workers
 - Business associates
 - Anyone you give business to such as your insurance agent, dentist, doctors, restaurant owners, etc.

OTHER OPTIONS

Get a Business Sponsorship: Any business sponsor you get for this event counts toward your fundraising goal (see sponsorship document). There are five levels of sponsorship at \$100, \$300, \$500, \$1000 and \$2000, each with different perks and benefits. Reach out to any business you support: insurance agency, restaurants, places of employment, doctor, car dealership, car repair shop, etc. Use social media to contact businesses, as well as personal appeals or letters.

Hold a Fundraising Event: Fundraising events, such as a trivia night, a game night, or any other general gathering, can be very helpful in reaching your OT Challenge Hike fundraising goal. Some restaurants donate a percent of the proceeds of meals for a period of time to a cause. Fundraisers that have silent auctions of donated goods and services also are a great stand-alone event or as part of another event.

You will be rewarded by being creative and innovative in finding ways to raise funds for your goal!

