



FUNDRAISING

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 if they are asked if they would like to donate to a cause they don’t support.

A more appropriate way to look at fund raising is that if YOU don’t ask, then YOU are not giving someone else the opportunity to do a good deed of donating to help a cause they may very well be interested in supporting or learning about. Know that people enjoy giving.

It is OKAY if someone says “no” when asked if they would be willing to consider making a donation in support of your efforts to raise funds for the Ozark Trail Association through your OT Challenge Hike participation 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 and Options

- Make a donation to your own fundraising page to show you are committed to the effort.
- If you are not an OTA member already, your “new member” payment counts toward you goal.
- If you bring any other new members to the OTA, their membership payments count toward your goal.
- Online or direct check donations by any individual goes directly to your fundraising page. Reach out to family, friends, neighbors, co-workers, business associates, and anyone you give business to such as your insurance agent, dentist, doctors, restaurant owners, etc.
- Business Sponsorships: Any business “Sponsor” you get for this event counts toward your fundraising goal. (See sponsorship document). There are five levels of sponsorships at \$100, \$250, \$500, \$1,000 and \$2,500. Each with different perks and benefits for the business. Reach out to any businesses you support – insurance agency, restaurants, place of employment, doctor, car dealership, car repair shop, etc. Use social media, personal appeals or letters to reach out to businesses.
- Fundraiser Events: Holding fundraising events such as a Trivia Night or Game Night or other general gathering with the purpose of bringing a group together in support of donating to your OT Challenge Hike works. Some restaurants donate a percent of the proceeds of meals for a period of time to causes. Fundraisers that have silent auctions of donated goods and services are also a great stand-alone event or can be added as part of another event.
- Be creative and innovative in finding ways to raise funds for your event.