

FUNDRAISING from A to Z



Ask Boldly: Ask! Ask! Ask! The easiest way to raise money is to ask your friends, co-workers, family, and neighbors – virtually anyone – for pledges. Remember that you are not asking for yourself, you are asking on behalf of the National Multiple Sclerosis Society.



Bake Sale: Hold a bake sale at work or at a busy place, such as Wal-Mart or Costco (with permission). Be sure to display signs to show that the money is going towards a worthy cause.



Candles: Sell all natural gourmet candles! Visit www.kaliskrafts.scent-team.com for more information and contact information.



Dress Down Days: It's a proven fact – employees work better when they are comfortable. Give them a chance to come to work in their favorite pair of jeans simply by making a donation (with permission). Perhaps \$5?



E-mail: E-mail your friends, family and co-workers for donations. Let them know that their donations will help thousands of people who live with MS every day.



Fifty/Fifty Drawing: Everyone loves a chance to win cash or prizes. Hold a weekly or monthly opportunity drawing.



Garage Sale: Spring Clean! Organize a neighborhood garage sale and donate all proceeds to your MS Challenge Walk account.



Holidays: Don't forget to celebrate the holidays! Tell everyone about the MS Challenge Walk in your holiday correspondence, sell roses for Valentine's Day, shamrock-shaped cookies for St. Patrick's Day, and peanut butter eggs for Easter. You could also put together a gift basket for those in need of a last minute present or sell our MS Bears. You can buy them at <http://plushland.com/>.



Ice Cream Social: Plan one at your work or for friends, asking for a donation to attend. Make sure you remember the toppings! (Dinners are great too.)



Jam: Make homemade jam and sell it at work, church or local events.



Karaoke: Have your CEO agree to a karaoke performance where the highest bidder in the office gets to choose the song.



Letters: Send a personalized letter to your friends and family explaining what you're doing and why.



Movie Night: Invite your friends for a night at the movies. You provide the popcorn, soda, movie, comfortable couch and cushions, and they give a donation as admission. It's better than a night out!



Name Your Goal: Ask Big! State your fundraising goal HIGH so that donors will give more to reach that goal.



Odd Jobs: Let your neighbors know that you would be happy to do some odd jobs for them such as fixing a rain gutter, mowing, painting or babysitting. Because it is a fundraiser, your donors will be happy to pay your premium price! (This is also a great idea for children!)



Perks: For companies or groups participating in the event as a team, offer perks or incentives for team members who raise the most money, such as a reserved parking space, a day off, lunch on the company or a dress down day.



Quilt: Have your team make a quilt to be sold or raffled off. Or if you have a creative seamstress on your team, have her host a quilting class. All attendees give a donation as admission.



Roll Your Spare Change: It's amazing how much money you can accumulate in spare change! Have a jar on your desk at work and on your dresser at home – turning both into donations. (You would also be amazed at how much recycling can earn you, CA has just raised their prices...get your friends and family involved.)



Silent Auction: Employees can donate their services, talents, or crafts. Compile a list of donations and co-workers can bid on whatever they like. Because it is a silent auction, you never know who you are bidding against, only what was the highest bid. All proceeds are donated to your fundraising campaign.



T-Shirts: Have donors pay to sign your t-shirt and tell them you will proudly walk in honor of whoever they write on your shirt.



Used Clothes, Toys and Videos: Have everyone donate their old things to be resold within the office, works great with children's items. (Ask your local Blockbuster or video store to donate videos to sell.)



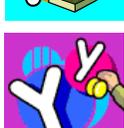
Valentine's Day Cards: Make homemade holiday cards (Christmas, birthdays, Mother's Day, Graduation, Father's Day) and sell them at work, socials or events.



Wine Tasting: Get some bottles of wine donated and host your own wine tasting with cheese and crackers. All attendees give a donation as admission.



Xylophone Concert: Partner with your local high school's music concert or recital. Provide refreshments along with a donation can or sell tickets in advance.



Yard Sales: Just like garage sales, work together as a team or on an individual level.



Zoot Suit Party: Swing music is in. Hold your own swing dance party or partner up with a local venue. Create a themed night and charge a higher admission fee that you can put towards your fundraising.