

Fundraising Tips

1. Set a Goal!

When you register, <https://vtcares.org/AIDSWalk2019> you can choose a fundraising goal.

2. Make it manageable!

If you want to raise \$100, that's only 10 people giving \$10 each. Remember, if you surpass your goal, you can always set a new one!

3. Encourage competition!

Prizes or perks for the top fundraiser will give your teammates added incentive.

Online

- Update your Facebook status with your goal and thank sponsors on their walls
- Follow @vtcares on Twitter and ask your followers to donate
- Email your friends and family—for help getting started, check out our sample fundraising letter.
- Add a link to your personal fundraising page in your E-Mail signature along with a personal message with HIV/AIDS statistics link <https://vtcares.org/hiv-aids-info/hiv-aids-facts-and-statistics/>
- Share our Facebook event page with your followers <https://www.facebook.com/events/420118938844115/>

At School

- Hold a bake sale or car wash
- Penny Wars! Some friendly competition between classes can raise a lot for your AIDS Walk Burlington, VT team
- Sell Red Ribbons to your classmates for \$1 each

At Work

- Check if your company participates in a Matching Gift program
- "Denim Days"—Check with your boss first! Charge people \$5 to wear jeans on Fridays, or \$20 for the week.
- Set up a donation box on your desk—small donations can really add up!

Out and About

- Get donations from local businesses and raffle them off to your sponsors
- Organize a board game tournament—\$5 to play, and the proceeds go towards your fundraising total
- Cocktail Party—have friends over and show off your bartending skills. Charge a cover fee and donate the proceeds to your fundraising total