FUNDRAISING TIPS

Fundraising for Blue Grass Council, Boy Scouts of America will help support the vision and mission of the organization. The fundraising minimum for **'Brave the Blue'** 2012 is $1,000 but that does not mean that you have to stop there! **'Brave the Blue'** is about raising the critically needed funds to support the continued growth of Scouting as well as bringing awareness to our Mission and programs.

GET STARTED NOW!
The biggest thing to remember with fundraising is that the sooner you get started, the sooner you will see donations come in!

Follow these easy steps to ensure you meet and exceed your goal:
1. Set up your website
2. Spread the word
3. Send out reminders
4. Throw a fundraiser; it's really an excuse to have a party!

1. WEBSITE
When you registered for **Brave the Blue**, you were prompted to set up your website. To access the editing feature of your site visit: Participant Login

SOME SUGGESTIONS:
A. Personalize your website. Add a picture, a short paragraph on what you're doing, include information about Boy Scouts of America and if you are rappelling in honor of someone.

B. Be sure to note that donations are 100% tax deductible

C. Put up a fundraising goal…the minimum is $1,000 but there is nothing stopping you from raising more money. Set your own goal and encourage people to help you reach it! You only need to raise $1,000 but Participants that exceed the fundraising minimum will be rewarded with incentives along the way!

D. Add an incentive for people to donate. Make donating a contest for your friends and family. For example: Let people know that for every $25 they donate, they will be entered into a drawing for a great prize. Be creative, offer to bake cookies, raffle off tickets to a game you can't attend, give away a bottle of wine you've been holding onto…

E. Link your fundraising page to your social networking sites

FUNDRAISING TIPS

2. SPREADING THE WORD

Once your website is set up, you are going to want to share that link with everyone you know! The fastest and easiest way to start is to send out an email to everyone in your address book. You may also consider sending snail mail letters to your holiday card list.

WRITE A GOOD EMAIL OR LETTER

To make sure that your friends and family know what a great cause you're supporting, follow these simple steps to write a great email or letter!

- Introduction-let people know what you're doing…that you're planning to **'Brave the Blue'** to support the mission of the Blue Grass Council
- Be sure to include information about Boy Scouts of America where the money goes
- Include your reason for supporting the Blue Grass Council if you are rappelling in honor of anyone
- "The Ask" or request for a donation is really important. Make sure you specifically ASK for help reaching your goal by ASKING for a donation
- Let people know how to donate (either through your webpage or include a self addressed envelope & donation reply card if you're mailing letters)
- Tell them donations are 100% tax deductible
- Closing & Thank you

EMAILS OR LETTERS?

Email is the fastest way to get your online fundraising website out to all your family and friends. It is also a great tool for sending event updates and reminder emails. Letters take a bit more time but can be really effective at letting people know how serious you are about reaching your goal.

Ideally, use both!

Some people you know will respond better to a letter, knowing you took the time to write and mail one. Others may prefer the ease of simply clicking on a link in an email to donate online. Many people will need more than one request to donate, so it's okay to send your invitation to donate via both email and letter.

USE FACEBOOK, TWITTER, FLICKR AND BLOGGING

Social media is a great way to self-promote! Connect with people who you would normally not be in regular contact with and let them know you are fundraising.

- Use your FB status update with your website link
- Tweet your web link to let people know what you are doing.
- Start a fan page on FB and invite all of your "friends" to be a fan. Be sure to include your fundraising page web link on your fan page and send out periodic updates.
- You can also start a blog that chronicles your journey to the top of Rainer Tower!

FUNDRAISING TIPS

Who do you know?

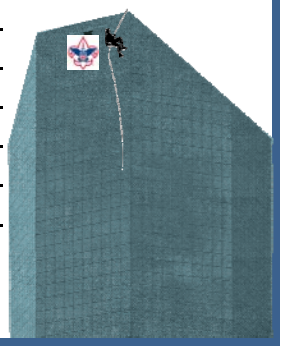
The key to building a successful fundraising campaign depends on asking everyone you know for support. Start with your rolodex, email contacts, address book, cell phone numbers, holiday card lists, wedding invitations, or party invite lists. Think about everyone that your life touches and ask him or her to make a donation. If you spend money someplace regularly like the dry cleaner, salon, child care, dog walker…don't be afraid to let them know you're fundraising. They value your business!

The list of people you know just might surprise you! Use this helpful tool to remind yourself just how many people you know!

WHO IS/ARE MY …

Parents _____
Grandparents _____
Brothers _____
Sisters _____
Aunts _____
Uncles _____
Cousins _____
Brothers-in-Law _____
Sisters-in-Law _____
Accountant _____
Aerobics Instructor _____
Alterations–Clothing _____
Antique Dealer _____
Appraiser _____
Architect _____
Attorney _____
Auctioneer _____
Auditor _____
Babysitter _____
Baker _____
Bartender _____
Beautician _____
Bookkeeper _____
Bus Driver _____
Butcher _____
Carpenter _____
Carpet Cleaner _____
Caterer _____
Chiropractor _____
Dentist _____

Electrician_____
Electrolysis_____
Engineer_____
Engraver_____
Exterminator_____
Financial Planner_____
Funeral Director_____
Interior Decorator_____
Notary_____
Nurse_____
Nutritionist_____
Office Cleaner_____
Optometrist_____
Painter_____
Pharmacist_____
Photographer_____
Physical Therapist_____
Physician (Family) _____
Physician (Dermatologist)_____
Physician (OB-GYN) _____
Physician (etc.)_____
Piano Instructor_____
Plumber_____
Police Officer_____
Psychologist_____
Psychotherapist_____
Publisher_____
Recruiter_____
Security Guard_____
Veterinarian_____



FUNDRAISING TIPS

WHO SOLD ME MY…

Advertising_____
Auto_____
Antiques_____
A/V Equipment_____
Auto Repairs_____
Boat_____
Boiler_____
Books_____
Burglar Alarm_____
Cabinets_____
Camera_____
Camper_____
Car Wash_____
Carpeting_____
Cement/Paving_____
Chimney Cleaning_____
Clothing_____
Computer_____
Condominium_____
Contacts / Glasses_____
Construction_____
Copier_____
Cosmetics_____
Dry Cleaning_____
Fencing_____
Firewood_____
Flowers_____
Formalwear_____
Furniture_____
Gas_____
Golf Equipment_____
Hot Tub_____
House_____
Insurance_____
Investments_____
Jewelry_____
Lawn Care_____
Medicine_____
Mobile Phone_____
Mortgage_____
Motorcycle_____

Mutual Funds_____
Newspaper_____
Office Furniture_____
Paint_____
Paper_____
Party Supplies_____
Payroll_____
Pets / Supplies_____
Photography_____
Pool_____
Printing_____
Refrigerator_____
Rentals_____
Roofing_____
Salon_____
Secretarial Service_____
Siding_____
Sign_____
Snow Removal_____
Sporting Goods_____
Spring Water_____
Stereo_____
Storage_____
Television_____
Tile_____
Tires_____
Tools_____
Toys_____
Trailer_____
Travel_____
Uniforms_____
Video_____
Vitamins_____
Waste Removal_____
Wallpaper_____
Wedding Supplies_____
Weight Control_____
Welding_____
Windows_____

FUNDRAISING TIPS

I KNOW PEOPLE AT...

Bingo_____
Bed & Breakfast_____
Bowling_____
Camp_____
Child Care_____
Church, Synagogue, Mosque, Temple
_____
Chamber of Commerce
_____
Clinic_____
Deli_____
Garden Center_____
Golf Course_____
Government Offices_____
Hardware Store_____
Health Club_____
Hospital_____
Hotel_____
Kennel_____
Library_____
Museum_____
Night Club_____
Nursing Home_____
Pharmacy_____
Post Office_____
Recycling Center_____
Resort_____
Restaurant_____
School_____
Supermarket_____
Theater_____
Thrift Shop_____
Volunteer Group_____
Warehouse_____

OTHER PEOPLE...

Bank Teller_____
Best Man_____
Bridesmaids_____
Children's Friends' Parents_____
Children's Teachers_____
College Friends_____
Congressperson_____
Delivery Driver_____
Farmer_____
Fire Personnel_____
Flight Attendant_____
Fraternity/Sorority Friends_____
High School Friends_____
Judge_____
Lifeguard_____
Mail Carrier_____
Military Friends_____
Neighbors_____
People from Past Jobs_____
People You Grew Up With_____
People You Play Cards With_____
Sports Friends_____

FUNDRAISING TIPS

3. REMIND PEOPLE

People often need to be exposed to something 3-5 times before they react. Don't be afraid to send out a reminder email to let people know you are still fundraising. Layer your approaches. Use email, letters, and social media to let people know that you are still raising funds to **Brave the Blue** this fall!

1. Send reminders. Keep a list of those who send in donations. Send a reminder to those what have not yet donated. Sometimes, reminder letters are more successful than original letters for bringing in the money.

2. Send Updates. It is always important to send updates on your progress and your goals to your entire list, those who have responded to previous communication AND those who have not.

3. Send a "thank you" card or email. "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter how small the amount. Put your HEART into your follow up. Tell them why you are doing this. Make it personal; explain why this cause, this experience, and this commitment are important to you. Someone might donate to you because they know you and want to support your reasons for doing this.

4. Change or add a "Signature" on your outgoing emails to include your fundraising page link to subtly remind people you are still fundraising.

5. Update your social media networks with information about your fundraising efforts e.g. Facebook, MySpace & Twitter.

4. FUNDRAISERS

Are really just excuses to have a party! Think of something that you and your friends and/or family like to do, and make it a benefit to help you get to the top of Big Blue this fall.

THINGS TO CONSIDER WHEN YOU PLAN A FUNDRAISER….

1. What type of fundraiser
2. Where to have it
3. When to host it
4. How many people to invite
5. Cost to you
6. Price per person to turn a profit
7. Number of people you need to invite to turn a profit
8. How are you going to invite people
9. How much help are you going to need

FUNDRAISING TIPS

MAKE YOUR FUNDRAISER EVEN MORE OF A SUCCESS:

- Start planning early!
- Promote your event! Get the word out to everyone!
- Be sure to send out reminders as your event nears
- Use email invites (Evite/Facebook) to spread the word quickly and cheaply.
- Tell each guest to bring a friend or two.
- Do something you enjoy - Only host a dinner party if you enjoy cooking! Only organize a volleyball tournament if you love playing volleyball!
- Decide how you will collect donations
- Charge a flat rate or ask for suggested donation. For example: Have a dinner party and ask people to donate what they would have spent on a night out at a restaurant OR have a BBQ and ask guests for a donation of $10 to attend.
- Increase your revenue! Include a silent auction or raffle to increase donations at your event
- Pass around a jar at the event and ask people to donate their change
- Sell 50/50 tickets (sell raffle tickets for cash and draw one ticket at the end of the night. The winner splits the pot and keeps half the money.)

FUNDRAISING TIPS

DON'T KNOW WHAT TO PLAN?
Here are some great ideas!

raffle a gift basket at work/party
bake sale
garage sale
silent auction
pub crawl
karaoke night
wine & cheese party
bachelor & bachelorette auction
grocery store collections
hot dog stand
candy sales
golf tournament
bingo night
hot cocoa sale
craft show
holiday bizarre
car wash
snack basket at work
pancake breakfast
bowling tournament
scrap book party
dinner party
art auction
volleyball tournament
dog wash
dog fashion show
movie night
chili/spaghetti cook off
Amazing Race around the city
sell water on a hot day at a busy park
offer up babysitting by donation
donation/pizza party
day of beauty at local day spa
poker tournament
mystery wine auction
pedi party
BBQ cook off
benefit concert
kids backyard camp out
kick ball tournament
dodge ball tournament
softball tournament
rock band tournament
iron chef competition
concession stand during a busy sports tournament
taco/fajita/margarita night
retro movie night
trivia party
board game tournament
pay for casual dress day at work
sell something on Ebay
mini golf tournament
house cleaning
gardening
pet sitting
raffle off tickets to a game you can't attend
benefit concert
mow your neighbor's lawn
sell a craft
sundae party
pool party
potluck at work
be a designated driver for the night and ask your friends to donate their cab fare

FUNDRAISING TIPS

HOW DO I SUBMIT MY DONATIONS?

If you are not registered as a participant, click this link to sign up and begin fundraising.
I want to participate
Once you are registered, you can create your own personalized fundraising website.

HOW CAN PEOPLE DONATE?

1. Direct people to **your** fundraising website. Donations made online will automatically be credited to your account.
2. Collect checks made payable to:
   Blue Grass Council,
   Boy Scouts of America
   3445 Richmond Rd.
   Lexington, KY 40509
3. Collect credit card donations using the form below
4. Collect cash & convert to a money order (do not mail cash)

CONTRIBUTION FORM

Please accept my:

□ **Visa** □ **Master Card** □ **American Express** □ **Discover**

Name as it appears on card:

Account Number_____

Exp. Date: _____/_____

Verify Amount Charged: _____

Signature: (Phone orders do not require signature) _____

Address: _____

City: _____State:_____ Zip: _____

Work Phone: _____

Home Phone: _____

Email Address:_____

Brave the Blue Participant's Name:_____