



Getting Started on your Fundraising

Fundraising is easier than you think! Here are some great fundraising tips to help you reach your goal.

1. **Fundraising Page** – Tell your story. What's your why? Personalize your page with photos and stories about why you are competing. If you are competing in honor or memory of someone don't forget to tell that story. Include your URL fundraising link on ALL of your correspondence with potential donors. You can personalize your fundraising page through your settings to make sharing easier.
2. **Email** – Email your fundraising page USL to potential donors using your fundraising site. Ask supporters to forward your email far and wide to their friends and family.
3. **Email signature** – *Add your URL campaign address and information to the signature line of all of your personal emails.*
4. **Social Media** – Social media is the fastest way to spread the word! 7 out of 10 Americans use social media. Remember to keep all social media posts family friendly.
 - ○ Post your URL in your status weekly with a quick message about your training progress.
 - ○ Share your Facebook, Snapchat and Instagram posts with your online community.
 - ○ Post weekly and monthly challenges and goals
 - ○ Post videos of your progress and training.
 - ○ Include pictures and information about the person you are honoring or remembering.
 - ○ Post Thank You messages to all of your donors
 - ○ post a video on You Tube
5. **Fundraising Events** – Host a fundraising event (Backyard BBQ, “Dress Down Day” at work, car wash, etc.) to raise funds. We can provide you with promotional material (banner, flyers, brochures, etc.) to help make your event successful.
6. **Matching Gifts** - Double or Triple your contributions! Many companies offer matching gift programs to their employees that can increase the power of your donation. Contact your personnel office to see if your business or organization participates in matching gift programs. Our Federal Tax Id # is 26-0086305.

7. Share Our Heroes Stories – Inspirational stories about the Injured Service Members and their families that we have helped. These stories show your potential donors how their



money will be used. You can find these stories here: <https://semperfifund.org/our-impact/hero-stories/>

8. **Share Our Story and Mission** – Share with your supporters our story and mission. Understanding that their donation helps injured service members makes donors more generous and willing to donate. You can find our story on our website: <https://semperfifund.org/who-we-are/>
9. **Written Correspondence**– Sending personalized letters or postcards to potential supporters is one of the best ways to get the word out about your fundraising efforts. **Hints for letters:** Start early. Keep it short. Set a deadline. Tell them how to donate. Make sure you include your URL address for your fundraising page and a donation form. Send out a reminder. Set up a blog to keep supporters updated. Ask them to spread the word. Remind them that donations are tax-deductible. *Ask, ask and ask again!*
10. **Veteran Organizations** – Contact your local Veterans Organizations (Marine Corps League, Marine Corps Coordinating Council, VFW, etc.) to see if they would be willing to support you or spread the word about your efforts.
11. **Alumni** - Contact your Alumni and Professional organizations
12. **Birthday Gifts** - Have a birthday coming up? Instead of gifts, ask your friends and family members to donate to your fundraising campaign.
13. **Postcards** - Make your own personalized postcards and send to supporters. Postcards are also great for sending Thank You notes to your supporters. Don't forget to personalize it with a photo or with our logo.
14. **Business Cards** - Make your own personalized fundraising business cards or add your URL campaign address to your current business cards. The great thing about business cards is that they are easy to hand out.
15. **Ask for Smaller Donations from More People** – You will be surprised at how quickly the donations add up when people feel the donation amount is easy to make! Remember to ask them to tell a friend about what you are doing as well. Awareness of the Semper Fi Fund is also very valuable. The more people who know about the fund, the more injured service members we can help.
16. **Press Releases** – Contact local papers and radio stations and share your story with them.
17. **Phone calls**- Contact a personal friend, family member, or co-workers. It helps for people to hear the passion in your voice and you can easily explain how they can help.

Don't Forget to Say Thank You!



It is very important that you thank your supporters! When a donor gives through your campaign page they automatically receive a receipt. The Semper Fi Fund also sends donors a thank you and tax receipt when we receive a check or online donation. We encourage you to personally thank each of your donors as well.

How to Handle Donations

The easiest way to handle donations is to ask your supporters to donate on your personal fundraising page. You may, however, receive checks and cash directly from your supporters. Supporters can also donate “In Support” of you through the Semper Fi Fund website.

Check Donations: When you receive checks, please fill out a check donation form and mail the check and form to our donation address to:

Semper Fi Fund

825 College Blvd, Suite 102 PMB 609 Oceanside, CA 92057

Please ensure that the checks are addressed to Semper Fi Fund.

Be sure to write your name and 2019 Community Athlete in the “memo” line of the check in case the form is displaced from the check. This will allow us to properly code the donation to your fundraising page.

You can also take a picture of the check before you mail the check and email the picture to michelle.leonard@semperfifund.org. This way your check will be posted on your fundraising page immediately, instead of you having to wait for the check to be processed to see your donation. (The check still needs to be mailed in to be processed.)

Cash Donations: Please do not mail cash. We suggest that you have the funds exchanged for a Cashier’s Check or Money Order. To ensure that your donor receives a tax receipt and that the check is properly coded to your fundraising efforts, attach a completed Check Donation Form. Send check and form to our donation address.



SFF Website: Your supporters may also donate through the SFF website. Please advise donors to make a note in the donation box to attribute the donation to your name and the name of the event in which you are participating.

To make a donation on our main website donors can go to:

<https://semperfifund.org/donate/>

Be sure the donor adds your name and 2019 Community Athlete in the Tribute Gift box to ensure that you get credit for the donation.

From Your Place of Work: Be sure to ask your employer for a matching donation. .
NOTE: When the SFF receives checks or online donation in support of your fundraising efforts, we will post the donation information on your RunSignUp.com campaign page as an “Offline Donation”, within two to three weeks of receiving the donation.

Don't Forget to Say Thank You:

It is very important that you thank your supporters!

The SFF will provide the following thank you notes and receipts to your supporters:

- • When a supporter gives through your campaign page, supporters are sent an email thank you note and tax receipt. (No letter will be mailed to their home.)
- • If a check is mailed to SFF with a check donation form, your supporter will receive a thank you letter and tax receipt by mail.

We also recommend that you send a personal “thank you” to your supporters either when they donate or after your fundraising campaign is complete.

Depending on your level of acquaintance with your donors, there are many ways of saying “Thank you”:

Emails – Are great for close friends and family members

Phone calls – Are great for giving a quick response to a personal friend or family member



Postcards – These are great for all donors! Purchase postcards that you can personalize and print from your computer. Include your photo and the total amount that you raised.

Personal note cards – These are great for all donors --especially for co-workers and organizations that have supported you. You can purchase standard note cards or you can personalize note cards that can be printed from your computer (use a photo of you competing on the cover to personalize your card).

Facebook/Twitter: Public recognition is often appreciated
Whatever method you use, saying “thank you” makes your donors feel appreciated!

Thank you for joining our Semper Fi Fund Community Athlete Team and for your support for our injured Marines and Sailors, and their families! If you have any questions, please feel free to contact us at: michelle.leonard@semperfifund.org.

70 Fundraising Ideas

1. Holiday/Birthday Fundraiser - Instead of having a holiday or birthday party have a holiday or birthday fundraiser. Call local businesses and ask for their support to provide raffle prizes. During your birthday fundraiser have raffles and a 50/50 to help raise money.

2. Host a Spring-Cleaning Garage Sale - Ask supporters to donate items to your “garage sale” that they’d ordinarily give away or sell. Set up shop at your office or a well-trafficked public space and sell items in exchange for donations.

3. March Madness Open House - Invite your community to join you at your office or a venue for a college basketball game screening. Have people donate to enter, and you can use the game as an opportunity to meet supporters face to face.

4. Create a Fashion Show - The fashion industry follows the same cycle as the seasons, and spring is a great time to embrace “new” fashion. Host a fashion show and partner with local vendors, recruit volunteers for models, and charge for entry. You can even have each model create peer-to-peer fundraising pages and compete against each other for a prize.



5. April Fool's Day Fundraiser - Forty percent of people are adamant participants in April Fool's pranks. Partner with local stand-up comedians or radio hosts and send an email campaign to appeal for donations. In exchange for a contribution, have the comedians pull prank phone calls. The larger the donation, the more severe the prank.

6. Easter Egg Hunt - Set up at a public park and charge for registration. Sell tickets ahead of time to ensure you have enough supplies for all participating kids.

7. Pass Over Dinner - Eating can be tricky when you're observing Passover. Ease the stress for many by hosting a dinner full of acceptable foods and traditional recipes. Partner with a local restaurant and charge per plate.

8. Mother's Day Breakfast - Millennial mothers look forward to their special day as an opportunity to rest. Give family members a hand and host a fancy breakfast where the Moms won't have to lift a finger. Partner with a local restaurant and sell tickets ahead of time.

9. High Tea Party - This spring fundraising idea involves renting a space to host high tea. Sell tickets in exchange for a seat, tea, scones and finger sandwiches. Be sure to ask attendees to wear their Sunday best.

10. Flower Delivery - If spring is known for anything, it's flora. Partner with a local florist and sell flowers for pick-up and delivery. Early May is a great time for this fundraiser.

11. Earth Day Hike - Hiking is a great outdoor activity, but it can be even better when it's organized as a group event. Have supporters register for your hike ahead of time. On the day-of, provide guides and goodie bags, and award swag to top donors.

12. Arbor Day Community Garden - A community garden is a plot of land, public or private, that is gardened by a group of individuals. Identify a location and ask your supporters to donate for the opportunity to a plot in the garden. If you have, say, 10 plots set a fundraising minimum and then award plots to the 10 people who donate the most money. To give others



a chance to use the garden, make it an annual event and renew the competition each year.

13. St. Patrick's Day Pub Crawl - For this spring fundraising idea, plan a walk-able route and partner with local pubs. To take it up a notch, give your crawl a costume theme, or award prizes along the way. Charge for registration.

14. NBA or NHL Playoffs Viewing Party - Spring is an exciting time for the sports world. As fans gear up for the playoffs, advertise a viewing party as a chance for your community to support their favorite team AND a great cause. Partner with a local bar to get part of their proceeds donated to your fundraising or sell tickets to get in the door.

15. Golf Tournament - Golfers anxiously await the opportunity to get back on the green in the spring. Host a golf tournament and raise the stakes for entry. Set donation requirements and appeal to local businesses to secure prizes for the lowest scoring participants. You can use a four-person, best-ball format, and provides goodies for their registrants, like beverage carts and raffle entry.

16. Spring Fling Dance - This spring fundraising idea is inspired by the popular high school dance. Rent out a large space, ask for donations in exchange for tickets, and choose a theme for a night of old-fashioned fun. Want to put a spin on it? Host it at a roller-rink.

17. Spa Day - Attract donors with mud masks from the comfort of an indoor spa. Partner with local facilities for donated services and then have people donate to your campaign for a spa service.

18. Plant Sale - In the spring, gardeners gear up to get their plants in the ground. Many plant seeds indoors in the colder months so they're ready to transport into the soil when the ground gets warmer. Tomato and pepper plants are often started indoors in March, while several varieties of vegetables can withstand spring frosts. Plant seedlings in late winter and then sell them for donations in early spring.

19. Lawn Mowing for a Cause - For much of the country, spring is the season of cleanup. Stray sticks and stones have wandered into yards, and



the grass—having finally escaped the snow—looks unruly as ever. Take the burden off of your community and advertise a lawn maintenance and moving service in exchange for donations. Recruit landscapers to volunteer their services.

20. Bird House Building Contest - Chirping birds are all around this time of year, and people are building and shopping for houses and seed for their backyards. Get creative with this spring fundraising idea and run a woodworking contest. Have people donate in order to register in the event. Have people vote for the best house with donations.

21. Petting Zoo Day - Partner with a local zoo or farmer to set up a child's Spring time dream come true. An "animal babies" can be a theme. Sell tickets and have your community come out to see ducklings, lambs, and more.

22. Beach/Grounds Clean Up - To make it even more dynamic, couple this spring fundraising idea with another activity, like a barbecue or outdoor concert. Ask for donations and give your supporters a chance to feel like they physically made a difference and moved you closer to achieving your mission.

23. Field Day Games - This popular high school event involves teams competing in a slew of races and activities such as a three-legged race or game of basketball. Have people pay for registration with donations. Include a 50/50 raffle and a silent auction.

24. Local Radio Stations - Call your local radio stations to see if they will put you and your fundraising story on their show.

25. Share Our Story - Share stories with potential donors about how the Semper Fi Fund has directly assisted an Injured Service Member and the positive impact it had on them.

26. Team Semper Fi - If your friends are athletes you can talk about how Team Semper Fi has helped Marines get to international Paralympic level and how their donation can help others reach these goals.



27. Sponsor A Mile - Ask people to sponsor a specific mile of your race. You can post your split for those miles or something silly at that mile marker and take a picture of it.

28. Post on Payday - Post on social media about your fundraising on payday!

29. Donate \$26.2 - If you are running a marathon ask your friends and family to donate \$2.62, \$26.2, \$126.2 or \$1,026.2 to represent the miles you are running.

30. Local Fundraising Stands - Set up stands in front of local grocery stores, shops, and police & fire departments to collect donations.

31. Monthly Goals - Set small monthly goals so it does not feel so overwhelming.

32. Car Dealerships - Car dealerships like to sponsor local athletes. You will get better results going face to face rather than over the phone.

33. Trivia Night - Create a trivia night at local restaurants or bars.

34. Fundraising Flyers - Make free flyers about your fundraising campaign with postermymwall.com.

35. Car Wash - Hold a car wash. Change locations and have one weekly.

36. 50/50 Board - Run a 50/50 board at work or at kids and or local sporting events. \$1 a ticket or 6 for \$5

37. Yard Work - On social media, advertise that you will work a few hours of yard work for a donation

38. Veteran Organizations - Go to local Marine Lodges and Military Leagues. They are always looking for worthy causes to donate to. Ask to speak at their next meeting and explain why you are fundraising.

39. Fundraising Friday - Create Fundraising Friday challenges/goals and post about them on social media every Friday.



40. Make A Poster – Create an eye catching poster that you can hang at work or around town.

41. Email All of Your Contacts - Write an email with facts about the Semper Fi Fund and send to all of your contacts. Send periodic updates on your training and new facts & stories about SFF.

42. Facebook Fundraising Page - Set up a separate Facebook page with pictures and training photos.

43. Farmer's Market - Set up a small stand with information at a local farmers' market.

44. Sponsor Your Training Mileage - Email all your family and friends and let them know how many miles you're running today. Make sure to include a link to your fundraising page.

Ask your supporters to sponsor your mileage. If you're running 19 miles that day, maybe ask for donations of at least \$19 that day. Equating your hard work training with donations is a great way to keep your donors involved in the journey and excited about helping you reach your goals. It's definitely great to send updates to all of your donors thanking them and keeping them posted on your training, too. The more you communicate with them, the more likely they are to be repeat donors.

45. Raise \$500 In A Week

Day 1: Start by sponsoring yourself for \$30

Day 2: Ask five family members to contribute \$20 each

Day 3: Ask five friends to contribute \$20 each

Day 4: Ask five neighbors to sponsor you for \$15 each

Day 5: Ask seven co-workers to contribute \$10 each

Day 6: Ask three businesses you frequent for \$25 each

Day 7: Ask your boss for a company contribution of \$50

46. Intersection Collections - Collect at small town intersections. Dress up to grab everyone's attention. Give suckers wrapped with a thank you note or little flags on a toothpick.

47. Lemonade Stand - Have a lemonade stand with your kids or neighborhood kids. Sell baked goods along with the lemonade.



48. Pinterest - Looking at Pinterest for craft ideas for donations. People will give good money for little trinkets and stuff.

49. Create a "Semper "Fi(ve)" Challenge!"

Ask potential donors to:

Take just "Five" Minutes to donate "Five" Dollars or More - and pass the word to at least "Five" More People (email, Facebook, Twitter, ...)

50. Use Address Books - Raid your address book and send out a letter to every person you know. If you're married or have a significant other, raid their address book too. You can even ask your parents for their contacts. Personalize your letter. Describe the Semper Fi Fund and why you've chosen to compete. Try not to make it look like a form letter. Tell people something unique about you and your experience. Suggest amounts to donate in your letter and offer incentives at each level.

51. Create donation levels - Start with a minimum donation of \$26.20. You can call this your 'marathon level,' and offer any person who donates \$26.20 some small token of your appreciation. Your next incentive could be called the 'double marathon level.' Anyone who donates a minimum of \$52.40 gets the first token and something extra special. (For instance, everyone who donates \$52.40 you could have his or her name printed on the back of your t-shirt that you wear during the race.) The final incentive is the 'ultra marathon level.' For this level you could offer anyone who donates \$100 or more the small token, their name printed on the back of your race t-shirt, and their own special shirt.

52. Write A Blog - A good way to encourage donations is to start your own blog. This can be done easily and for free at places like eblogger or runnersworld. Send emails to all of your friends and family to let them know about your new site. On your blog you can document your training and your fundraising efforts. You can tell cute or inspiring stories about your progress, let people know how much money you've raised so far, and offer a link where they can easily donate. People like to know how they're helping you meet your goals. Include pictures whenever possible.

53. Throw a simple fundraising event - Talk to a local bar or restaurant. Tell them that you'll host a party at their venue if they agree to donate a portion of the evening's proceeds to your charity. Many places are happy to do this on a



weeknight. Then invite all of your friends to come out and party for a cause. Many restaurants also offer nights that they share a percentage of sales like: Pizza Hut, Papa John's, Domino's, Applebee's, Burger King, Wendy's, KFC, Subway, Chili's, Boston Market, Sonic, Jersey Mike's, Chik-Fil-A, Big Boy, Chipotle, Fuddruckers, O'Charley's, Papa Murphy's, Panera Bread, Dairy Queen, Outback Steakhouse, Friendly's, Baja Fresh, Ponderosa, McDonald's, Chuck E. Cheese, Quizno's, Blimpies, Little Caesars, Krispy Kreme, Arby's, Buffalo Wild Wings, Sweet Tomatoes, Rio Bravo, Ruby's, CiCi's Pizza, Black-Eyed Pea, Tortuga's, California Pizza Kitchen, Pizzeria Uno, Zany Brainy, TRU, Brusters Ice Cream, Fazoli's, Loco's Deli, Taco Cabana, Jamba Juice, Lone Star Steakhouse, Moe's Southwest Grill, Red Robin

54. Host A Gambling Fundraiser - Talk to an area casino and get a great deal on a bus. Invite all of your friends to a gambling party, and the extra money you earn over the cost of the bus goes to your fundraiser. Hopefully a few people will win money on the trip and give a bonus donation at the end. Everyone will have a great time while helping a great cause.

55. Fundraising Themes from A-Z

A – Auction	B – Baking night
C – Cake Sale	D – Dog Walking
E – Ebay some items	F – Facebook posts
G – Girlie Night	H – Head Shaving
I – International Theme Nights	J – Jam Night
K – Karaoke night	L – Luncheon
M – Match Giving	N – Nonpermanent hair dye
O – Online Giving	P – Poker Night
Q – Quiz Nights	R – Recycle for charity
S – Sponsored Challenges	T – Tea and Coffee Mornings
U – Uniform dress up nights	V – Video and Gaming Nights
W – Wine & cheese evening	X – X steps to fundraising success
Y – Ying & Yang speed dating	Z – Zero Hour parties

56. Five Simple Fundraising Ideas

1. Hold some simple Raffles
2. Have some Guessing games- like guessing how many coins are in the jar
3. Have Pub Olympics at some local bars
4. Hold some Treasure Hunts in town
5. Have Computer Game Competitions.



57. Create a March Madness style Bracket - Set your goal at 100 people and have each person donate \$25. Every day of your fundraiser draw a name from the 100 people involved. Each day the person drawn wins \$25. The names drawn on Fridays win \$50. The income of \$2500 minus the prize money of \$875 = profit of an easy \$1625.

58. Tap into All Your Networks - Make a list of all the different social groups you are a part of, both online and off: church groups, coworkers, classmates, etc. Sometimes support can come from unexpected places. Brainstorm the best way to approach each group. A few examples: Set up a donation jar at work and ask your coworkers to put a dollar in every time they swear or for networks like your college friends, making a Facebook page or group with the link to donate digitally might be more effective, as they're likely to be scattered around the country.

59. Reward Donations - Give donors an unconventional reward for their donation. One example of this method is Jorts-4-Jay. Jay's brother-in-law sent donors a photo of himself wearing jean shorts (AKA jorts) each time they gave \$50, helping raise \$15,000.

60. Set silly mini-goals - Mini-goals are similar to rewards and will have a fun 'punishment' for the organizer, which will help motivate people to donate. For instance, if your fundraising goal is \$3,000, you can boost donations by saying you will shave your head when you hit your mini-goal of \$1,000.

61. Create a Protection Donation - With protection, people have to donate to protect themselves from something they don't want to happen. You can get really creative with the punishments, like a toilet campaign. When a toilet appears on a neighbor's front lawn, he or she has to donate \$15 to have it removed, \$20 to have it placed on someone else's lawn and \$25 to buy "toilet insurance," ensuring the toilet will no longer appear on his or her lawn.

62. Sell Gently Used Athletic Gear - Create an online campaign where you sell gently used or unused athletic gear and the proceeds go towards your fundraising efforts. You could do this with any kind-of item - it does not have to be athletic gear. You can ask for donations of products from friends and family or use your own stuff.



63. Have a Bake Sale with A Catchy Name -Try specializing in one specific product and give your sale a compelling tagline. A great example of the bake sale is Alice's Apple Pies for Semper Fi Fund Athletes.

64. Organize A Something-a-thon - Use physical feats as potential ways to raise money. Physical challenges are a great way to rally donors behind your cause and can work for you no matter your level of physical fitness.

65. Have an Exciting Yard Sale - Know your audience. Take a good, long look at the stuff you're planning to sell and build a profile of your ideal customer. Selling a bunch of grandma's sweaters and old china sets? Maybe you're catering to an older, more conservative crowd. Got some old video games and rock and roll records mixed in with that? 20-somethings love garage sales, so maybe they're whom you're trying to reach.

-Get some help from your friends. Once you have an idea for the "theme" of your sale, ask friends to donate any items they want to get rid of that would fit in. Collaborating makes for a killer selection of items, which will attract more buyers.

-Advertise appropriately... and aggressively. The way you advertise will depend on the audience you're trying to reach. Make interesting flyers that complement the type of sale you're having and put them all over town, but especially in neighborhoods where your key audience is. Advertise a number of things you will be selling to give people an idea of your selection. Cover all your bases by hitting up social networks and making e-vites.

-Pay attention to detail. On the day of your sale, make sure your garage/yard is a place people will enjoy spending time. Play some music, provide beverages and above all, make sure your merchandise is well organized. There's nothing worse than sifting through a pile of junk with no apparent order. Clearly label the stuff you're selling and make sure it's all easy to access.

-Want to transport this classic to the 21st century? Try an online garage sale!

66. Get Creative with Your Event - Have a cook-off, a roller-skating marathon or organize a sports game. Stand out by setting a theme to your event or by incorporating costumes. People are more likely to remember a baseball game if the teams are dressed as superheroes than if they're just wearing baseball uniforms.

67. Diversify Your Event - Create as many opportunities to collect donations as possible. Couple a benefit dance with a live auction or raffle. Get your friends



involved in donating some prizes for the raffle to increase your revenue. Sell drinks and snacks to guests. Always emphasize your cause.

68. Pub Quiz Fundraiser - Everyone has sat in front of the TV yelling that they know the answers to questions on Who Wants to be a Millionaire so hold a pub quiz fundraiser and find out who really is knows it all.

69. Bravelets - This Company makes beautiful bracelets and donates \$10 for each bracelet sold through you to your fundraiser. They help you set-up a page on their site so you have a link to share far and wide.

70. Matching Donation – Be sure to ask your employer for a matching donation. Also ask your colleagues to donate through work and request a matching donation as well.