

# Easy Fundraising Plan

## You Can Raise \$800 in 8 Weeks!

To help ensure your fundraising success follow this helpful plan.

### Sample 8 Week Plan – Consider these Steps to make your fundraising plan successful in 8 weeks

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|--|--------------|
| <b>Week 1:</b> Sponsor yourself for \$25   | <b>\$25</b>  |
| <b>Week 2:</b> Send emails to friends & family.  |              |
| • Ask 5 friends for \$15   | <b>\$75</b>  |
| • Ask 4 family members for \$25  | <b>\$100</b> |
| <b>Week 3:</b> Ask 3 co-workers to sponsor you for \$25  | <b>\$75</b>  |
| • Ask your boss or HR department about your Company’s matching gift program.   | <b>\$75</b>  |
| <b>Week 4:</b> Send emails to all your contacts, updating them on your progress.   |              |
| • Receive another 5 donations of \$25  | <b>\$125</b> |
| <b>Week 5:</b> Ask 2 businesses you frequent, such as your Dry Cleaner, Dentist or Manicurist for donations of \$50  | <b>\$100</b> |
| <b>Week 6:</b> Ask 3 neighbors to visit your website.  |              |
| • Encourage them to donate \$25  | <b>\$75</b>  |
| <b>Week 7:</b> Send a reminder email to all your family, friends & contacts who have not donated and let them know they only have 2 weeks left to participate! |              |
| • Recruit 5 more people to donate \$15   | <b>\$75</b>  |
| <b>Week 8:</b> Email everyone. Let them know what you have accomplished so far, and ask them to help you reach your goal!                                      |              |
| • Receive 5 more donations of \$15   | <b>\$75</b>  |

TOTAL RAISED

**\$800**



#### More Fundraising & Email Campaign Ideas:

- Create a flyer announcing your commitment. Post flyers in locations you frequent, i.e. Church, schools, gym, local businesses, and your apartment complex. Prominently display the link to your fundraising webpage on the flyer.
- Host an event. Plan a tag sale, car wash, home jewelry party and more! Ask for donations to Rays of Hope. Use the opportunity to educate guests about breast cancer and why you support Rays of Hope.
- Include a tagline and link to your fundraising web page in your Outlook email signature. Add a link to your Facebook Page and don’t forget to Twitter your friends.

#### Email Campaign Ideas:

- Make it personal. Explain why Rays of Hope is so important to you.
- Your subject line should be simple – Help Me Take Steps Toward a Cure!
- Include the link to your webpage and make it stand out.
- Ask contacts to forward your email to others and ask often and big!



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