

**Tip Sheet:
How to Raise \$250 in 30 Days!**

To some, raising \$250 in pledge money sounds like a challenge. Most people feel a little uncomfortable asking others for money, and this feeling is totally normal. However, both research and practical experience demonstrate that people *will give when they are asked*. It is important to approach fundraising with a confident, assertive attitude and to have a concrete plan to raise this money. This tip sheet is designed to give you ideas about who and how to ask for donations. Follow our advice and you should have no problem raising \$250 in a month or less!

- * The first step in fundraising is to prepare yourself to talk about the organization and the cause that the money will support. You should be able to explain to your potential donors what you are doing, why the organization is important, and why you personally support the mission and activities of the organization. Familiarize yourself with the Service Women's Action Network (SWAN) and/or the Wounded Warrior Project and be able to describe in one minute or less the organizational mission and its importance.
- * Once you are confident in your knowledge about the organization you wish to support, make a list of 30 people you know personally. These should be people that you are close with and/or that you interact with on a regular basis. Look around you—your family, friends, co-workers, and colleagues are probably the best people to begin with.
- * Think about local businesses that you work with either on a professional or personal basis—do you have a relationship with the manager of your gym, for example? Maybe you're friendly with the local grocery store owner. Small businesses are great resources for fundraising, and they are often more than willing to support their regular customers.
- * Use social media tools! Do you have a Facebook page or Twitter account? Let people know what you're doing and that you're looking for donations. Include instructions for how people can pledge money.
- * Finally, when talking to potential donors, you might want to emphasize the idea that their contribution to this event is a great way to make Veterans Day more than just a day off or time to have a barbeque with friends. Donors have a chance to connect to veterans on this holiday and honor their service.