



# Step Up Walk Fundraising Tips

How to raise \$500 in a week:

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| 1. Sponsor yourself for \$25                           | \$25  |
| 2. Ask three family members for \$25                   | \$75  |
| 3. Ask five friends to donate \$15                     | \$75  |
| 4. Ask five co-workers to sponsor you for \$10         | \$50  |
| 5. E-mail fifteen contacts and ask for a \$10 donation | \$150 |
| 6. Ask your company for a \$75 contribution            | \$75  |
| 7. Ask two businesses you frequent for \$25            | \$50  |

**Total: \$500**

## MORE IDEAS!

- Use incentive prizes to reward participants for their fundraising efforts. For example, if you raise \$50 you will earn a baseball hat, if you raise \$100 you will earn a tote bag, etc. Set a deadline so that your walkers are motivated to raise money at a quicker pace (leverage the competitive spirit of your walkers).
- Sell raffle tickets and hold a drawing(s) for items that were donated by local organizations.
- Work with local restaurants and stores to have a day or night where a portion of the proceeds will go to your team to raise money for your Step Up Walk. 'Dining for Down syndrome' is becoming popular across the country!
- Make and sell Step Up Walk ribbons (in the blue and yellow Down syndrome awareness colors) to raise awareness.
- Get your child's school or your workplace involved! Example: For a donation, a student/teacher or co-worker could dress in jeans or other casual clothes for a day. If students/teachers or co-workers already have a casual dress policy, invite them to wear a hat, shorts or other attire that is normally not allowed. This activity also helps to remind the school/workplace that October is National Down Syndrome Awareness Month!
- Community activities: a car wash, dog wash, garage sale, bake sale, etc...
- Don't forget to ask your workplace about Matching Gift Programs!
- Facebook and Twitter are great ways to get your message out to family and friends.