



TEAM HDSA-Run For a Cure Fundraising Quick Hits!

So...you're interested in joining, but the fundraising has you a bit concerned. \$700 or \$1300 seems like a lot of money! Here are a few 'quick hits' that will get you started if not take care of the \$700 or \$1300 fundraising minimum entirely:

1. A Simple Email!

This literally only takes a few minutes! Simply type up a quick email describing that you're training for a half marathon and part of this training involves raising money for an excellent cause. Provide a link to your personal fundraising page in the email as well. This will make it VERY easy for anyone to donate to your cause! Send this email to family, friends, colleagues, acquaintances, alumni associations, etc. If you can send this email to 100 people and on average each person donates \$10, that's **\$1,000 from a simple email!!**

2. Company gift matching/sponsorship!

Many companies and corporations will JUMP at the opportunity to get involved with a program such as 'Run For a Cure'. In fact, there are some companies who will match your fundraising dollars 1:1! If you raise **\$1,000** via your simple email and can get your company to match this, you're looking at **\$2,000!** It's possible your company might support you in other ways as well-allowing you to advertise what you're doing via internal bulletin boards, emails, etc.

3. Throw a party/gathering to benefit 'TEAM HDSA-Run For a Cure'!

There are COUNTLESS ways to do this. You could simply throw a house party and invite everyone you know. Have a donation bowl/platter in the main area and kindly ask people to donate \$10 or \$20 to the cause. If you can get 50 people to show up, you're looking at **\$500-\$1,000!** If you've already leveraged the strategies above, chances are you will EASILY exceed the \$1300 fundraising minimum without much time/effort!

4. Refer to your fundraising strategy book

As a participant in 'TEAM HDSA-Run a Cure', you will be provided a COMPREHENSIVE fundraising strategy book that outlines COUNTLESS ways to raise money for the cause. If the above strategies leave you a few dollars short, your fundraising strategy book will help you get there!

5. Lean on Matt!

At the end of the day, my job is to make sure you make it through 13.1 or 7.2 miles and raise \$1,300 or \$700! I will do whatever we can to help you get there on BOTH FRONTS! Feel free to contact me if you're having challenges-

MarathonMatt@MarathonMatt.com