

# FUNDRAISING DURING COVID-19

## START WITH OR REVISIT THE BASICS

- o Personalize your Participant Center fundraising page.
  - Add a photo and share your personal story.
- o Start a Facebook Fundraiser—you can actively promote it later if you're not comfortable doing so now.
- o If your fundraising letter is different from the content of your Participant Center fundraising page, write it now.
- o Create your list of who you are going to reach out to.
  - [If you are a 3-Day Alumni] Can you add at least 10 new names from who you asked for a donation last year?
  - [If you are a 3-Day Alumni] Your coach can email you a list of all your past donors. Email or call her to ask for this list.
- o Thank your 2019 donors (if you haven't already). Send a personal email or hand-written note thanking them for their support and laying the groundwork for a donation in 2020 by telling them you're walking again.
- o Thank your 2020 donors (if you haven't already)

## GET CREATIVE

Are there opportunities to barter your skills for donations and build goodwill through acts of kindness? **Here are some ideas:**

- o Offer to help other participants write a fundraising ask.
- o Plan an event (happy hour, BBQ, dinner, wine tasting, crazy bra decorating party, etc.) for when the quarantine lifts when people are going to want to connect more than ever.
  - Bonus points for doing this at a local business impacted by COVID-19 as they get back on their feet.
- o Plan a garage sale. With some of your extra time, go through your home and put aside everything you want to get rid of. Do all the prep now to save time later!
- o Explore independent sales opportunities like Pampered Chef by asking an independent consultant to host an online fundraising party.
- o Lead a virtual training on a topic you know best (Excel, Grandma's secret soup recipe, dog training tips, etc.).
- o Offer to "watch" your friend's children during the quarantine. Parents need kid-free time.
  - You can virtually tutor kids or host a story time/craft hour, etc.
- o Put your skills to use and sell your creation—sew, paint, calligraphy, etc.
- o Offer to do yard work (solo, of course!) in your neighborhood.
- o Host a Walk-A-Thon. Ask friends to sponsor you on a longer walk day. However many miles you walk (show your distance tracker for proof), donors can donate \$X per mile to you.