



## FUNDRAISING TIPS

The simple truth is: "Fundraising" sucks. No one likes having to ask for money- no matter how big our hearts are or how badly we want to help our brothers. Believe you me, we feel your pain.

So, here are a few fundraising tips we've learned along the way that might ease your suffering:

1. **Go for the low fruit and cast a wide net.** We've laid out the groundwork for you to send emails, tweets, posts and blogs, snorts and hollahs.... Follow the instructions, grab the bull by the horns and do SOMETHING.

2. **Divide and Conquer.** Ask a lot of people for a little donation.

- Ask 10 friends for \$10.
- Ask 4 of your favorite local shops to each pitch in \$25.
- Ask 4 family members to support you with \$25.
- Have a donation jar at a local business.

3. **Share the love.** Even my mom would roll her eyes at me when I first asked her for a donation, until I took the time to tell her a fact or two about where her money would actually go. If you haven't yet, take two secs to read up on the amazing stuff happening at LIVE**STRONG**, Wounded Warrior Project and the CrossFit Foundation. Seriously. We take a HUGE amount of pride in finding charities that will make your dollar make a difference. Sharing this with your donors helps us know why we should give a dang.

[www.livestrong.org](http://www.livestrong.org)

[www.woundedwarriorproject.org](http://www.woundedwarriorproject.org)

[www.crossfit.com](http://www.crossfit.com)

[www.sportsgrants.org](http://www.sportsgrants.org)

4. **Bust a nut.** Whatever the purpose is that you are actually doing this crazy thing- be it for the cause, to raise twice as much as you did last year, the cool tee or you wanna score higher than whats-his-face, make sure to tell that to your donors. It's a way of actually acknowledging those that gave, and inspiring others to jump on the wagon and give more. In addition to updates, send news, pictures, videos or powerful blog stories

(Scott keeps these a'comin).

5. **500 fights.** Shake it up by making it a team thing. Get your team to raise the roof and throw a fundraising paaaartaaay, auction, raffle, garage sale or 70's disco party (that was Scott's idea). Raise da FUN in FUN-d-raising (so sorry... couldn't help myself... ummm... awkward moment...).

6. **Three... is a magic number.** We've found it takes 3X before even your closest friends have actually read your messages. Sad, but true. If you've blasted out emails without any response, this may be why. Trust us and send it again.... and then again.

7. **It takes a village.** Check around your local community for possible untapped dollars. It's likely that you can ask for \$100-\$5000 from local businesses and no one else will.

8. **Don't Be Brought Down by the Man.** Ask your boss for a company donation, or better yet, ask if they can do a matching gift. We can help you fill out any Matching Gift forms (Our fax #:541.386.6233).

#### 9. **Never Give In**

"Never give in. Never give in. Never, never, never, never--in nothing, great or small, large or petty--never give in, except to convictions of honor and good sense. Never yield to force. Never yield to the apparently overwhelming might of the enemy."  
- Winston Churchill, 1941

Nuff said.