



Suggestions for Recruiting & Fundraising Success!

The Participant Center makes it easy to ask friends and family to donate or join your team. Navigate to the **Email** tab and use one of the templates provided or create your own! While you're here, don't forget to update your personal and team pages.

The **Progress** tab shows how close you are to your fundraising goal. Here, you can also enter cash or checks you receive.

Note! In order for offline donations to be counted toward your overall fundraising, please send all donations, along with your name and the donor's contact information, to the address below:

Englewood Hospital and Medical Center Foundation
350 Engle Street
Englewood, NJ 07631

Continue reading for additional tips on recruiting members and fundraising.

Cast A Wide Net:

Invite anyone and everyone to join your team. Team members may include co-workers, friends, family, neighbors, classmates, individuals from local businesses – anyone you can think of who wants to participate! Once a team member has signed up, ask them to invite others to join as well.

Advertise:

Use corporate or neighborhood newsletters, event posters, brochures, e-mails and break-room bulletin boards to advertise your team recruitment efforts. Be creative! Make sure to always include your team name, captain's name, contact information and the website where people can register in anything you send out.

Host a Kickoff Party:

Host a party or family gathering to sign up team members. This is a great way to share information about the event and your reasons for participating. With everyone in one room it will be easier to ramp up the excitement and get people registered right then and there.

Enjoy!

Remember, your most powerful resource when recruiting team members is your enthusiasm for the cause. If you are excited to get started then others will be ready and eager to join you!



Top Ten Fundraising Tips

TIP #1 – TAKE ADVANTAGE OF ONLINE FUNDRAISING TOOLS

Once you register as a participant, a personal fundraising page is automatically generated for you. We encourage everyone to visit your Participant Center as soon as registration is complete to personalize this page. You can set your fundraising goal, upload pictures and tell your story all on this one page. Once your page is complete, you can send out emails to all of your contacts inviting them to join or donate to your team.

TIP #2 – CREATE A PERSONAL FUNDRAISING EMAIL

While we have provided you with easy to use email templates inside your Participant Center, feel free to edit them or create your own. A personalized appeal to friends and family can really go a long way in letting them know that this is a cause that is important to you.

TIP #3 – DOUBLE YOUR FUNDRAISING WITH MATCHING GIFTS

Many companies have matching gift programs that can double and sometimes even triple donations. Check with your corporation to learn more about their matching gift program and be sure to encourage your donors and team members to do the same.

TIP #4 – EDIT YOUR EMAIL SIGNATURE

Just think of how many emails you send! Why not add the following message along with your signature, “I’ve joined Englewood Hospital and Medical Center’s Walk For Awareness. I’m asking my friends, family and colleagues to help me reach my fundraising goal. Please logon today to www.walkforawareness.org to make a secure, tax-deductible, online donation.” It would be even better to write your own personal reason for participating.

TIP #5 – BE CREATIVE & HAVE FUN

While there are some great tried-and-true fundraising tools, such as letter writing and bake sales, creative fundraising efforts will show your supporters that you are working hard to reach your goals.

Get your friends and family together for a tournament of golf, basketball, flag football, Texas Hold’em, volleyball, croquet, horseshoes, etc. Charge a fee for each player.

Think of fun ways to involve your co-workers with a pink or casual day, where for a donation of a few dollars, employees can wear pink or dress down for work on a designated day. You can also host a Brown Bag Lunch Day where you ask co-workers to bring in their lunches instead of purchasing them, and donate the saved funds to your team. Finally, place a “change collection” canister or box by the office vending machines and encourage co-workers to spare their change.

TIP #6 – POST AND TWEET

Inside your Participant Center you have the ability to easily post your personal fundraising page link to your Facebook Wall or on your Twitter Feed. Shout out to your friends and followers, invite them to sign up and/or support your fundraising efforts. This is also a great way to acknowledge someone's contribution.

TIP #7 – DON'T BE AFRAID TO FOLLOW-UP

Sending out one email may not be enough to motivate all of your contacts to support your efforts. As we all know, most people are very busy, and even though they plan to support you, your initial request may have gotten lost in the shuffle of their daily lives. Sending out a reminder or update on your efforts is a great way to remind your friends and family that you still need their support and motivate them to take action. Let them know how much you have already raised and how far you have to go to hit your goal, and then ask for a donation to help you complete your mission.

TIP #8 – GET SUPPORT FROM THOSE YOU SUPPORT ALL YEAR LONG

Dry cleaners, accountants, doctors, hair stylists and dog walkers appreciate your business and would probably be happy to support you.

TIP #9 – KEEP YOUR TEAM MOTIVATED AND EXCITED

The easiest way for a team to fall short of their potential is to become complacent about their fundraising efforts. It is important that everyone on your team understands that they play an important role in the success of not only your team, but the entire event! Share news about new team members, fundraising goal progress or other event updates. You can easily send an update to your whole team from your Participant Center.

TIP #10 – THANK YOU'S ARE IMPORTANT

Sending out a thank you is extremely important and is an easy way to show your donors how much you appreciate their support. Thank you's can be in the form of an email, handwritten note or phone call, but no matter the form, they should be sincere and sent out in a timely manner. Once you have thanked your donors, be sure to keep sharing your progress and important milestones (50% of your goal achieved, that you have increased your goal, etc). This will show them that their support truly made a difference in your efforts and may inspire them to make additional donations or pass along your website to others.





How To Raise \$250 In A Week

- DAY 1 SPONSOR YOURSELF\$30
- DAY 2 ASK THREE RELATIVES FOR \$20\$60
- DAY 3 ASK SIX FRIENDS FOR \$10\$60
- DAY 4 ASK FIVE COWORKERS FOR \$10\$50
- DAY 5 ASK FIVE NEIGHBORS FOR \$5\$25
- DAY 6 ASK YOUR SPOUSE OR PARTNER\$25
- DAY 7 CELEBRATE YOUR SUCCESS! \$250**