



How to Raise \$500 in One Week

- Start at home. Sponsor yourself.
- Send out at least 30 emails or letters asking for \$25. Who do you ask?
 - Friends
 - Relatives
 - Neighbors
 - Co-workers
 - Places you spend money –doctors, dentists, hair dressers, dry cleaners, vets, gyms, etc.
- Remind everyone to check if their businesses offer a company match.
- Ask your boss for a company donation.
- Send a mailing – via snail mail. A typical mailing consists of a request letter, a one page form for them to fill in with donor information, and a self addressed stamped envelope. That last item, based on direct mail studies, greatly increases your response rate.
- Ask for tribute donations. Encourage your donors to make their donations in “honor of,” “support of,” or “memory of” someone they know who has been affected by breast cancer. Let them be part of the experience.
- Host a fundraiser. Try having a bake sale, lemonade stand, or “Pink Cocktail Night” at a local bar – your event will raise both money and awareness for the event.
- Ask at least one person for \$250 (or more) - it doesn’t hurt to ask, and you may be surprised with the positive results!

Visit: www.bowlingforbreastcancer.org for more information.