
2019 GILDA'S RUN

SIMPLE FUNDRAISING IDEAS



There are a lot of ways to spread the word about your involvement with Gilda's Club and to get donations for your Run fundraising effort. Below are some easy, and sometimes quirky, ideas on how to get your friends, family, and coworkers to join you in supporting the work of Gilda's Club Madison.

First and foremost though-**ASK!** People won't give if they aren't asked. You'll be surprised at how a simple request will generate funds for a cause you care about.



Donations Instead of Gifts • Ask your friends and family to make a donation on your run page rather than purchasing you a gift in honor of your birthday / anniversary / graduation.



Team Challenge • Get together your run team, group of friends, or department at work and challenge another group to see who can raise the most in a set amount of time. The winning team will get bragging rights and if you want, throw in a little food or beverage as a prize.



Jeans/Casual Day • Work with your supervisor or HR department to organize a jeans/casual day. Each person pays \$5 or \$10 to wear jeans or some other approved casual attire on a designated day.



Social Media • Don't forget to utilize the power of social media. Post an 'ask' on Facebook, Twitter, LinkedIn, etc. and direct your followers to **make a donation on your fundraising page**. Publicly thank and recognize those people who make donations.



Jail & Bail • You would need to work with your supervisor/HR department for this one, but it's a fun and unusual way to get the whole office involved! For a donation, employees can be arrested. For an additional donation they can post their own bail. Employees who have a bounty placed on their head are arrested and are not set free until the entire bounty is raised (ex. \$100 or more per inmate).

2019 GILDA'S RUN

SIMPLE FUNDRAISING IDEAS



Be creative and have fun! Questions or looking for other ideas? Email
Lindsey@gildasclubmadison.org