

Fundraising Ideas for Walkers

The first thing to do is to set your goal and derive a plan for how you intend to reach it. When soliciting pledges, encourage sponsors to make a \$20 donation, which would entitle him/her to the Vegetarian Times *Healthy You, Healthy Planet* VHS video. A \$50 donation offers the option of receiving a vegan cookbook, compliments of FARM.

Always carry your pledge sheets with you wherever you go. Leave flyers on your desk or wherever you see a public bulletin board and always be friendly and smile when you approach people about sponsoring your walk. Always offer information about the purpose of the walk so that prospective donors know what organization will benefit from their pledge. It's best to collect pledges up front. Much easier to do it this way than to collect after the walk.

You can have a lot of fun at the walk by recruiting a team of people to walk with you. You can develop a team theme, dress alike or challenge your team members to a competition on fundraising. It's a great way to make the event a pleasant and fun experience for everyone.

Develop a list of potential sponsors:

- *Start yourself off on the right foot by making a pledge of your own*
- *Ask if your employer has a matching contribution program*
- *Talk to your co-workers*
- *Solicit family members, close friends and neighbors*
- *Make announcements at church or community group meetings*
- *Speak to businesses you patronize....restaurants, theaters, stores*
- *Ask your local health food store to sponsor you*
- *Contact any local environmental groups*

If you don't feel comfortable asking for a contribution directly, there are plenty of other creative ways to raise funds. Consider:

- *Offering snacks or drinks at work for a donation (get permission from your boss)*
- *Keeping a jar of candy on your desk with a piggy bank next to it to collect change*
- *Holding a vegan bake sale*
- *Sponsoring a lunch or dinner*
- *Asking local business if you can put a donation jar on their counter*
- *Tabling outside of your local health food store*
- *Tabling outside of your local gym or health care provider*
- *Holding a raffle for a prize or for a service you can provide*
- *Having a car wash*
- *Babysitting a set number of hours per week and donating the earnings to the cause*