

## TEN Steps to Awesome Fundraising for Walk-N-Roll 2021

Let's get rolling!.....



1. Identify **your superstar** and ask them to join you in your Walk-N-Roll journey 2021.

- Who is your Super Star?  
Someone in your life who has impacted your journey with spina bifida--a mentor, friend, teacher, doctor, physical therapist or someone you admire or aspire to be!

2. **Register** and set up your team page and include:

- A heartfelt story about your journey with Spina Bifida that includes your Super Star
- Pictures of yourself and your Super Star
- Your fundraising goal and **WHY** you are raising money

3. Copy the link to your page and paste it in an **email to your friends and family** telling them about your fundraising goal and why you are raising money. Tips:

- Include a picture of yourself and your super star
- Ask for a specific amount based on your goal.
- Example "I'm asking 20 people to donate \$50 to my team so that I can raise \$1,000."

4. Send the link to your Super Star and ask them to send an email to their friends and family. Share your tips!

5. Set up a fundraiser on **Facebook**--it's super easy for you and for your donors! Include a really good picture! Instructions are [HERE](#).

6. Ask your Super Star to set up a **Facebook** fundraiser on their page. Share your picture with them.

7. Use **Instagram** to post lots of photos of you and your Super star and the link to your page. Share SBAIA posts.

8. Set up mini-fundraisers--see **20 ideas below** and 101 ideas [HERE](#)

9. Ask major businesses (such as your employer or businesses in your community) to be a sponsor for your team. Ask for a specific amount to a person you know who has influence. See sponsorship ideas below and look for the sample letter.

10. **Promote yourselves** – call/email your local media--newspaper, TV, radio--and let them know what you and your super star are doing. Offer to send a photo. Publicity generates donations!

**\*\*\*Don't forget to register** to attend the Walk-N-Roll and Adaptive Sports and Recreation Festival. Everyone's welcome! Ask your team and your family to come with you--make sure they register [HERE!](#)

## **20 Ideas for Mini Fundraisers and Raising Funds**

1. Do a Facebook fundraiser (this is the #1 easiest way to raise \$ and raise awareness)
2. Ask your local (and favorite!) restaurant to do a proceeds night (Usually 15-20% goes to your team or SBAIA) [Check here for info](#) about Groupraise and restaurant chains
3. Have a local walk (not everyone can come to Walk-N-Roll)
4. Have a walk and roll at your school for your student with SB
5. Ask the principal or teacher to do a one-mile walk for Spina bifida or get wheelchairs brought to school and have a contest to see if kids or teacher or principal can roll a mile in a wheelchair
6. Ask a teacher or the principal if they are willing to take a pie in the face if a fundraising goal is met
7. Ask businesses that you support to donate or become a sponsor for your team (for example: ask for \$100 and you can put their name on your fundraising page!)
8. Ask your school to have a special "Dress Day" (wear pajamas or hats, etc.) or a day where they pay \$5 to do something crazy (that the school allows of course)!
9. Ask your workplace to have a dress down day--everyone pays \$5 to wear jeans or pajama pants?
10. Challenge your colleagues for one week! If you have a meeting on Zoom, charge \$5 for anyone who has their camera turned off during the meeting.
11. Have a garage sale as a fundraiser--include a big donation jar
12. Hold another event locally--like an auction, bake sale, golf tournament...
13. Ask five to ten people to save their change for you for a month. Give them decorated buckets or jars to keep the change in.
14. Do a challenge match. Ask your friends to match your own gift up to a set amount
15. Do a 50/50 raffle--50% goes to the winner of the drawing and 50% to your team
16. Do a challenge event--Ask people to donate a set amount of \$ per mile that you walk or roll (or swim or ?) or a loved one who walks/runs prior to walk n roll
17. Get a group of kids together on a hot day and do a car wash
18. Pass a bucket at school sporting events if allowed
19. Have school classrooms do a penny war and winning class gets ice cream party
20. The classic--have a lemonade stand! Add some cookies!

## **Corporate or Business ideas for *Who to Ask!***

Not sure who you should ask to support your WNR team? Here are some ideas for corporate/business support

### **Who Provides You Goods & Services Related to Spina Bifida**

- Physical Therapist
- Neurosurgeon
- Podiatrist
- Orthotist
- Wheelchair Dealer
- Wheelchair Repair
- Wound Care
- Hospital
- Urologist
- Spina Bifida Clinic

### **Who Provides You Goods and Services Related to Your Home**

- House Cleaners
- Grocery Store
- Dog walker
- Van Dealer
- Contractor
- Yard Maintenance
- Pest Control

### **Who Provides You Goods and Services Related to Your General Health**

- Pediatrician
- Dentist
- Pharmacy
- Gym
- Sports Program or Team

### **Do you have a friend or family member who owns a company or works for a larger company**

- Car Dealership
- Bank
- Insurance Company
- Restaurant
- Tech Company