

## Put the FUN in your Fundraising

No one ever said that fundraising can't be FUN! Organizing a fundraising party on behalf of 826 Seattle is one of the most popular ways to raise money. Whether it be a barbecue or jello shot night, a bake sale or bowling party, this option offers one of the easiest and most enjoyable ways to engage folks. Last year one of our mustache fundraisers threw a Mustache-a-roke party that helped raise \$250! The possibilities are endless!

### Tell Folks Why You're Growing A Mustache-Your Mustache Manifesto

**Tell YOUR Story** Let people know how the ability to write well has affected your life and exactly why you're asking for their support. This personal connection often is the best proof of why people support 826 Seattle.

**What Does 826 Seattle Do?** Talk about the services 826 Seattle provides to Seattle area youth. Talk about how important it is for kids to have a safe, fun place to get help with their homework. Talk about your experiences tutoring kids and the challenges they face - large classrooms, language barriers, working parents, etc. Talk about the writing workshops they offer-for instance; this fall alone there is one about writing short plays, writing the perfect (or almost perfect) college entrance essay, creating fractured fairytales, and one about creative whining (advocacy) taught in partnership with the ACLU. Talk about the publishing projects 826 Seattle does regularly. Have you been to one of the publishing parties at John Marshall School? Talk about how 826 tutors worked with the kids for weeks helping them craft their essays and edit their work before it was published in a real book. Talk about what it's like for these kids to autograph their stories for their friends and families and the confidence it gives them. Talk about Mr. Geoduck, the grumpy editor who pushes kids to write the best story they can on field trips-and how each kid in the class gets to take home a copy of the book they helped write. And finally talk about how from the time you walk in the Greenwood Space Travel Supply Co. and through the Atomic Teleporter into the tutoring center, you will see that 826 Seattle not only provides essential services to youths, but they do it in a way that engages a person's humor, imagination, and sense of adventure.

The short version:

**What is 826 Seattle?** 826 Seattle is a nonprofit writing center that helps students, ages 6 to 18, develop their creative expository writing skills. We are dedicated to providing students with access to writing workshops, publishing projects, and one-on-one help with homework and English language learning-all free of charge. For more information about our programs, visit [www.826seattle.org](http://www.826seattle.org).

**Quote the Facts.** This 3<sup>rd</sup> and final mustache-a-thon has the highest fundraising goal yet and it's important to remind your friends, family and co-workers that anything helps. For \$20,000 826 Seattle can:

- Publish two anthologies of student writing, including an audio CD of the students reading their work and throw a bang-up publishing party with special autographing pens for the authors, cookies, and milk in champagne glasses.
- Host 2000 Seattle Public School students on 60 field trips, inspiring them to know that a writing field trip can be just as much fun as one to the zoo!
- Finance 50 workshops including volunteer training, publicizing the workshop on their website, sending flyers to schools and in-house publishing of 600 students' stories.
- Pay for rent at their tutoring center for 5 months.

### Business Cards and Buttons

Promote your participation and encourage others to sponsor you by wearing your mustache hero button and handing out your fundraising business cards. These things, along with your new mustache, are designed to engage people in discussion about what you're doing and why.

## **Follow Up, Follow Up, Follow Up!**

Everyone is busy and it's very likely your email may fall below some people's radars before they get a chance to respond. If folks don't respond to your initial fundraising request, check back with them. A gently worded reminder can work wonders. Follow up messages should be personal, individual, and brief. Here is an example:

### **The List of Fundraising Ideas is Never-Ending!**

- Have pledge forms and mustache-a-thon business cards on hand at all times.
- Update your Myspace/Facebook/website pages with photos and web banners provided by 826.
- Make Jello Shots and ask your favorite bar if you can sell them as a fundraiser.
- Create a Basketball, Bowling or Kickball tournament and have friends and co-workers place bets.
- Create a "Mustache Monday" email to your friends & family so they can chart the progress of your mustache.
- Rather than donating to yourself, give small "Anonymous" donations to your fellow mustache farmers or favorite bands as they sign up to give them a boost!
- Ask your local bank or business for a donation. You support them every day, and they should support you as well!
- Partner with other mustache farmers to create some friendly competition.
- Remind your donors to check for a matching gift program at their employer.
- Create a book drive to get rid of those old novels and textbooks (SAT prep, etc.).
- Go the old-fashioned way and pen letters to your friends and relatives. Some will respond simply because you took the time to write!
- Create a "Measure" or "Barometer" so those you see everyday can follow your fundraising progress.
- We've discovered that humor goes a long way: craft emails and please for donations that are funny. We've had Farmers craft emails from the point-of-view of their mustache, offer a dozen home baked cookies for every \$50 donation, and emails waxing poetic about how cruelly genetics have cursed their upper lips.
- Go to your local Krispy Kreme and ask for a donation of a few dozen donuts. They will donate or sell them to you at a big discount and you can use them as an impromptu bake sale!
- Create an email signature with a link to your fundraising personal page.
- Send out Thank You notes to your donors. This is always the best way to ensure their support for next year!