

Local Fundraising Ideas – Simple to implement

- 1. Restaurants:** Ask local restaurants if they would dedicate sales to you one night or some of the proceeds for a night. This is very common and I think it would go over well with a smaller restaurant in your region that perhaps you or other TRR chapter members frequent. Larger companies also do these and some examples are below. If you have any of these places near you I have provided a link to their fundraising of instructions, all fairly simple.
 - [Chipotle](#)
 - [Krispy Kreme](#)
 - Nandos: They don't have a formal application because they prefer to keep things local. You can talk to a manager on duty about holding a fundraising event there.
 - [Applebees](#)
 - [Moe's](#)
 - [Panera](#)
 - [Zaxby's](#)
 - [Whole Foods](#)
- 2. Breweries:** If you have local breweries they may be able to help you. There are several in MD that offer to assist in some way for a fundraising event. This may be donating some of their proceeds, allowing you to sell tickets to an event at the brewery etc. Look at their sites then contact them to discuss what your fundraising goals are, they might be willing to help.
- 3. Local Schools:** Another easy outreach project can be through a local high school, it would help if you or someone in your chapter has a contact or association with the school. One idea that worked well in the past is having a donation jug at a sporting event like a football or basketball game. You could ask for a few students to help man a table or pass the jug around at a game to encourage their peers to donate. National did this at a local high school who we work with often and collected about \$1,300 in one night.
- 4. Birthday Dedication:** A simple and easy way to make money is to encourage people to donate their birthdays to TRR. In lieu of a birthday gift people can donate to TRR. This is a great way to have people make a personal plea to their peers whether it's through email, social media or in person. People are often more trusting of a recommendation from a friend and more willing to donate if that is the friend's birthday wish. Make sure to use verbiage mentioned later about impact such as "if all of my friends on facebook gave ___ that would be enough to _____" another good idea is to suggest donation amounts related to the age you're turning. Example: I'm turning 50 so please donate any amount with a 5 in it.
- 5. Scavenger Hunt:** This requires a bit more work but is a fun way to engage the community. The idea would be to hide things (maybe equipment) around a small area and make clues for people to find them. You could charge a nominal fee for tickets to participate in hunt. You can solicit a gift cards from local businesses to give as a prize. Below are some places that have simple donation request processes. I have been successful in receiving a donated giftcard from all of these places. Make sure to plan ahead and get these requests in at least a month before your event.
 - [RedBox](#)
 - [Costco](#)
 - [Target](#)
 - [Cheesecake Factory](#)

Fundraising Verbiage

- People are more likely to donate when they think they're directly impacting the organization so through words, express how they are helping Team River Runner.
 - ◆ **Example:** Use phrases that show them how important they are such as "we need your help" "you can make a difference in a veteran's life today" "we can't do this without you"
- Donors also want to know how their money is being used. It's best to quantify the difference a certain amount of money can make for your chapter. Perhaps these values are different for every chapter but here are some examples. Try to use words like "provides" instead of "buys"
 - ◆ Provides Food & Gas for veterans to go on a river trip- \$25
 - ◆ Provides a whitewater helmet for a disabled veteran- \$50
 - ◆ Provides a whitewater paddle and basic personal rescue equipment for a disabled veteran- \$100
- Let donors know that even the smallest donation adds up and can make an impact. Putting monetary donations in the terms of just "a cup of coffee" or "a donut/muffin" can help donors see that those little expenditures add up and donating what you would spend on a cup of coffee twice a week for a whole month can help "provide food and gas for veterans to go on a river trip" for example.
- **Thanking donors.** If someone donates online or sends a check they get a tax letter from national but it's important to thank your local donors as well. If you're doing a fundraiser and need donor info, please let me know. It means a lot to donors to know they are helping their community.
- If you need help making marketing materials please contact me and I will do my best to get you what you need

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