

Fundraising Guide



**Working for "A Life like Yours" for people with developmental disabilities.
Serving Central Virginia since 1954!**

Thank you for registering for The Arc of The Piedmont Great Cville Santa Fun Run & Walk. Last year, over 550 participants came together to help raise money and awareness for the inclusion of people with developmental disabilities in our community.

Where your money goes for The Arc of the Piedmont!

\$10 provides:

- Jaunt or Public Transportation tickets
- Hat/Gloves
- Cleaning Supplies for group homes
- Shampoo, soap, toothpaste for residents
- Bowling/movie ticket for residents or day program participants
- Lunch box
- Blue pads
- First aid supplies

\$25 provides:

- Craft Supplies for Day Support

- Cooking ingredients for Cooking Class at Day Support
- Detergent for group homes
- Paper products
- Back pack for Day program

\$50 provides:

- Winter coat
- Clothing items
- Shoes
- Swimming pass at city pools
- Bed linens
- Towels

\$100 provides:

- Shower chair
- Wheelchair lift slings

- Adaptive computer keyboards, software
- iPod
- Therapeutic Rec classes

\$250 provides:

- Eyeglasses
- Hearing aids
- Dental exam (all not covered by Medicaid)
- Therapeutic mats

\$500 provides:

- Furniture for group homes and day programs
- Tablet computer
- Scholarship to camps
- Computers/printers for programs
- Washer/dryer for group home

Online Fundraising

A quick and easy way to raise valuable funds!

FOLLOW THESE STEPS TO GET STARTED TODAY:

- 1 Visit <http://tfgf.me/P9Ji> and click on Attend.
- 2 Register as an individual, create a team or join an existing team.
- 3 Once you complete the registration process a fundraising page will automatically be created for you.
- 4 Upload your address book and use the Email templates to ask your friends, family and coworkers to join your team or make a donation.
- 5 Follow up with your contacts.
- 6 Thank your donors.



FUNtastic FUNdraising Ideas!

Beyond Online Fundraising

Going Once, Going Twice

Do you know a chef? Photographer? Musician? Ask your friends and family to donate items or services, or create your own (see Get Crafty). Sell tickets for a drawing, and make sure to let everyone know that the proceeds will support the Arc of the Piedmont.

Fundraising with Food

Ask the manager at your local restaurant to donate a percentage of the day's proceeds to support your fundraising efforts. Work with the restaurant to create a flyer and make sure to let everyone in your network know.

Dining for Dollars

Host a dinner party, brunch, or lunch and ask guests to make a donation. Have a computer ready so they can give online, or collect cash and checks.

Baking for Bucks

Let the smell of fresh baked cookies, cakes, and cupcakes entice your friends into giving, or get them all involved and hold a bake sale at your school, community center, or work.

Charity Chores

Everyone needs a hand once in a while, so do some dog walking, lawn mowing, or babysitting. The money you make will bring you one step closer to your fundraising goal. Spread the word by hanging posters with contact information on tear off tabs at your local community center, grocery store, or coffee shop.

Clothing Swap

Do you have gently worn clothes that you no longer want? Chances are you're not alone. Organize a clothing swap. Ask your friends to make a \$10 donation and bring along five items.

Celebrate

Do you have a birthday, or other special occasion coming up? In lieu of gifts, ask friends and family to make a donation on your personal fundraising page.

It's a Wrap

The holidays are a great opportunity to raise funds. Offer to wrap gifts for friends and family in exchange for a donation.

Change for Change

Are pennies, nickels, quarters, and dimes weighing down your wallet? Set up a change jar at your home or in your office, and invite folks to lighten up by getting rid of their extra change. You'll be surprised by how fast all those coins add up!

Get Crafty

Are you a great photographer, avid knitter, jewelry maker, or do your kids enjoy making projects? Sell your art to raise money.

Spread the Word Using Your Social Networks!

There is tremendous power in social networks – Facebook, Twitter, LinkedIn, and You Tube, will help you surpass your fundraising goal and spread awareness about this cause.



FACEBOOK: GIVING THE CAUSE A FACE

- With over one billion users, Facebook is the king of social media. Using your Facebook profile you can reach all of your friends with the push of a button.
- Update your status often
- Receive updates and stay informed by becoming a fan of the event page. Check out the event site for link.
- **Find our Facebook at:** <https://www.facebook.com/arcpva.org/> and check out The Great Charlottesville Santa Fun Run & Walk



TWITTER: IF YOU TWEET IT, THEY WILL FOLLOW

Let followers know about your involvement and educate about The Arc of the Piedmont. Visit our twitter at: twitter.com/ARCPiedmontVA



LINKEDIN: RELATIONSHIPS MATTER

Used by over 100 million professionals, LinkedIn is another valuable resource to share your story and ask for support. Make sure to remind folks to check with their Human Resources staff to see whether gifts are eligible to be matched.



YOUTUBE: BROADCAST YOUR CAUSE

YouTube is a great way to share your story or experience. If you have photos from last year's Great Santa Fun Run & Walk consider putting together a slideshow and setting it to music. Upload it to YouTube for everyone to enjoy. You will be able to include the link in your Facebook status, solicitation emails, and tweets. When your friends and family see how inspiring the event was, they're bound to join you this year! Start broadcasting your story at www.YouTube.com.

Where to send donations:

Donations, clearly marked with participant's name and the name of the event, may be mailed to the address below, or turned in on event day.

The Arc of the Piedmont: 509 Park Street Charlottesville, VA 22902

Double your Donations with Employer Matching!

Many employers offer to match gifts made by employees. Check with your HR Department to confirm. When sending thank you notes to your donors, ask them to check in with their employer as well.

If your Company is Eligible, follow the following steps:

1. Request a matching gift form from your employer.
2. Send the completed form to:
The Arc of the Piedmont
509 Park Street
Charlottesville, VA 22902
3. Checks should be made out to: **THE ARC OF THE PIEDMONT**

Raise the Bar:

How to raise \$300 (or more) in one week!

DAY 1: You've sponsored yourself by registering for the event (a minimum of \$20)

DAY 2: Ask THREE family members to donate \$25 each

DAY 3: Ask FIVE friends to contribute \$20 each

DAY 4: Ask FOUR co-workers to contribute \$10

DAY 5: Ask FIVE members of a club or organization you belong to for \$10 each (these people could be members of your book club, place of worship, cycling or hiking group)

DAY 6: Ask your employer for a company contribution of \$50 (go beyond and ask them to match what you raise!) OR sponsor the event!

DAY 7: Hold a fundraiser – check out all the fun ideas on page 5.