

Fundraising Tips!



Fundraising should be fun!

What do you and your friends/family like to do? Choose an activity and hold your own homegrown fundraiser to benefit your walk fundraising. Try a game night, wine/beer tasting, paint party, yard sale, etc.

Work at it!

Get your coworkers and employers involved. Would your company consider a sponsorship? Do they have a matching gift program for employee donations?

If you don't ask, the answer is always no!

Are you a first time fundraiser or not sure how to approach the ask? Start small. Ask ten coworkers for ten dollars, five friends for twenty dollars, two family members for fifty dollars, etc. You'll be at your first \$100 before you know it.

There's strength in numbers!

Form a team. Hold a friendly competition amongst yourselves to see who can raise the most for cats and kittens in need.

Eyes on the Prize!

How cute would you look in an MRFRS t-shirt or hoodie? Remember that walkers who raise \$50 will receive a t-shirt, and walkers who raise \$500 will receive a hoodie. Meow.

Be Social!

Make it easy for your donors to donate. Share your page and reason for walking on social media, or email donors the direct link.

Can't be there on walk day? Walk this way!

- "Virtually" walk – make a video of yourself walking on a treadmill or elsewhere, or just hanging with your furry family, explaining why you support MRFRS to share with your donors.
- Host a walk in your own neighborhood on a different date.

It's Child's Play – Tips for Kids!

- Hold a bake/craft sale in your neighborhood.
- Host a school fundraiser (dress down day, visit from an MRFRS cat) and get your classmates to participate.
- Donate your birthday or other special occasion to MRFRS – ask for donations to your walk in lieu of gifts.

***MOST IMPORTANTLY – let your donors know how much the work of MRFRS means to you. Share your story of how you work, volunteer, adopt, or donate to an organization whose mission is near and dear to your heart. Your passion will inspire others!**