

# TOP FUNDRAISING TIPS

The following list includes sure fire ways to raise money for your Kidney Walk Team. You can try one way to raise money or a combination of fundraisers. Use what will work for your team!

## Letter Writing Campaign:

Send a letter to your friends, family, neighbors and co-workers telling them about the *Kidney Walk*, why you are participating and that the money you're fundraising goes to education, research, treatment and screening for Kidney Disease. Direct everyone to [www.kidneywalk.org](http://www.kidneywalk.org) to donate to your team or include a self-addressed stamped envelope so it is easy for them to send a check to you.

## Kidney Walk Pin-ups:

Use the *Kidney Walk* Pin-ups by asking the businesses you patronize to sell them at their cash register. Consider your dry cleaners, coffee shop, pharmacy, local restaurants, grocer, bank, etc. You can also get schools involved. Different grades can compete against each other in the sale of pin-ups. A sample "I Love you with all of my Kidney" pin-up is included in your team captain kit. Contact the office for additional pin-ups.

## Matching Gift Programs:

Find out if your employer or any of your donors employers have a Matching Gift Program. This is any easy way to double, maybe triple your money. After a small amount of paper work, a \$50 gift is turned into \$100. Not only did you raise more money for your team, but you've made your employer look good. You can also spread the word and get other employees to participate.

## Office Raffle:

Ask local businesses to donate a gift certificate or item. Sell raffle tickets at your office, school or church for \$1 -\$2. Money raised goes to your *Kidney Walk* team total!

## Dress Down Day:

Designate one day when you can offer a dress down day at work for \$5. If you already have casual days that are standard, host a dress down day and bake sale. Hand out ribbons or stickers (available through the NKF office) to wear. At school you can use this concept and host a baseball cap day, pajama day or flip-flop Friday.

## Penny Wars:

Organize a Penny War between departments at a company or classes in a school. Set up jars for each group competing in a central location. Pennies are worth positive points; silver change and cash are worth negative points (one cent = one point). Add as many pennies to your own jar, but sabotage your competitor's jar with nickels, dimes, quarters and dollars! The group with the highest total wins.

## Local Restaurants:

There are many local restaurants that will give your *Kidney Walk* team the opportunity to collect "tips" for the evening. Look into pizza parlors or regular neighborhood restaurants. McCallisters, PIZZA and Pizza Inn regularly offer these fundraisers.

**You're on your way to becoming a Top Team—Good Luck!!!**