



### **TEN WAYS TO HELP YOUR CHILD FUNDRAISE AND MAKE IT FUN!**

Everyone understands how a bake sale fundraiser works: you make brownies for your child and they're sold at school for \$2 apiece. But how do you help your child fundraise for a running goal? Below are great tips from New York Road Runners to help you and your young runner find fitness fundraiser sponsors. Don't forget to have fun and to actively bond with your child!

1. Children should not solicit donations alone or from strangers. Accompany your child to family and friends' homes during the fundraising period to tell them about his/her running goal.
2. Help your child send postcards or e-mails to family and friends to let them know about the fitness fundraiser. Make sure you tell them in the letter how they can donate on your child's behalf.
3. If you or your child uses social networking sites like Facebook or MySpace, post information about the fitness fundraiser and explain how friends can donate if they want to support this healthy initiative. (Please be cautious about what information you give out in a public domain.)
4. Does your place of employment have a bulletin board or newsletter? Ask if you can post information about the school's fundraising event. Additionally, check to see if your place of employment can make a donation or match a donation that you make. Don't forget its tax deductible!
5. Take your child with you to run errands and ask the owners/managers of the businesses you patronize if they can make a donation on behalf of your child. For example, visit your hair salon, dry cleaners, grocery store, or local diner.
6. Are you involved with any religious groups or professional organizations? Ask them to help support your child's fundraising goal or if you can post information about the school fundraiser in their newsletters.
7. Plan a party or host a game night. Whether it's a barbeque, sandwiches, or a potluck, invite friends and family over and set up a donation jar where loved ones can choose to contribute to your child's fundraising goal.
8. Create a contest! Invite friends, family, and co-workers to guess how many miles all the school's children will complete at the run- or walk-a-thon. Charge \$1 per guess. For a prize, create something homemade, like muffins or hand-sewn cards. Or ask your place of business or a local store to donate a prize.
9. Is there one restaurant your family loves and visits all the time? Ask them to host an evening where \$1 from every check goes to your child's fundraising goal. They can send an announcement to the local paper and put up a sign in the window to publicize their participation and generate more business.
10. Have your child earn his or her donations by creating a coupon book of chores/jobs (raking the leaves, walking a dog, shoveling snow) to sell to family, friends, and neighbors.