

33 STEPS TO CLIMB TO THE TOP OF YOUR FUNDRAISING GOAL

1. **Tell your story** - The more you talk about your upcoming adventure, the more people will share in that excitement and want to donate to you.
2. **The Power of 10** - Ask 10 friends to donate 10 dollars each to reach a fundraising milestone of 200 dollars! Think of the local community impact that 100 dollars from each participant could achieve!
3. **Gym** - Ask your gym if you, or they, can teach an aerobics, yoga or spinning class as a benefit for you.
4. **Plan a Sporting Event** - Host a football, soccer or other sport tournament with raffle prizes and provide drinks and pizza.
5. **Lunch Money** - A simple, yet effective way to raise funds for your chosen cause. Ask your work colleagues or school friends to bring in a packed lunch for the day and donate the money they would have spent on their lunch to charity.
6. **Spinning Class** - Set a goal at the beginning of the class, and if it's met, everyone donates \$1 per mile – or \$1 per minute.
7. **Zumba-thons** - Ask your friendly Zumba instructor if they will give up their time and hold a half day or whole day session for you. Let people know what percentage of their ticket is going to your charity. Works for any exercise class/gym session.
8. **House Party** – This is a sure-fire way to raise money. Collect donations and entertain at the same time. Create a theme (ex. Costume party) and have fun!
9. **Use Social Media**- Post a message on your Facebook, Twitter, Instagram, Linked-In profile or your blog. You will be amazed at how many people you don't even know who are willing to help you.
10. **Candy Jar** – Set up a jar of candy at work, and ask anyone who wants a piece to donate to you or your team.
11. **Dress Down Day** – Ask your company to allow an official “Climb to the Top Dress Down Day”. For the privilege of dressing down, employees donate \$10 toward your fundraising.
12. **Eye-Catching Letters** – Use brightly colored paper (perhaps orange?) for your donation letters, pledge forms or sponsor/donation requests. Help your request stand out and get noticed! Go one step further and use colored envelopes too! The bright colors will stand out among bills and junk mail.
13. **Corporate Matching Gift** – Ask your company to match the amount of donations you receive from your fellow coworkers.
14. **Your Friend's Matching Gift** – Ask a friend to see if they can investigate getting their company to match donations.
15. **Corporate Sponsorship** – Identify one of several major companies in the area and contact them directly. Share this contact with your event director and successful sponsorships will be added to your team total!
16. **Garage Sale** – Do you really need all that extra stuff taking up space in your garage, attic and/or basement? Gather it up and put the stuff in the front yard and sell! All the money raised can go toward your fundraising goal!
17. **Bake Sale** – Become Julia Child or Mrs. Fields and host a bake sale with you and your friends. You can even have it in conjunction with your garage sale.
18. **The “Extra Change in My Pocket” Box** – Create these little boxes for your friends and family and have them place it on their dresser or desk. At the end of the day they can drop that spare change in the box. Don't forget to start your own extra change box!
19. **Company Grants** – Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at the National MS Society office and get paid grant money (pledges) for the work. You may need a letter from us stating that you'll be volunteering in the office and we'd be happy to make that happen.
20. **Office Fundraising Challenge** – Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the winner a prize like movie passes or a gift certificate to lunch or dinner.

21. **MS Night at Local Restaurant** – Many chain and local restaurants will partner with you to host a MS Night. You or the restaurant can create a specific flyer or coupon. When someone eats at the restaurant and brings their flyer in, a part of that bill will be donated. Social Media can really help promote this!
22. **Theme Party/Dinner** – Hold a theme party for 10 or more of your friends. Have each guest donate \$50, spend no more than \$20 per person on food and you'll have \$300 or more by the end of the night.
23. **Host a Movie Party at your House** – Order a new release, make some popcorn, pick up some drinks and invite your friends and family over for the night.
24. **Church Bulletin** – Place an advertisement in your church bulletin/newsletter letting the congregation know what you're up to. Or better yet, invite them to join you at the Climb!
25. **Signing Your Correspondence** – Add a short sentence at the bottom of your e-mail signature (if applicable) saying that you're participating in Climb to the Top – New Jersey Metro and ask for a donation. Include an email link to your Climb to the Top personal or team page.
26. **Doctor/Therapist/Veterinarian/Insurance Agent** – Ask him/her to write a check for you instead of the other way around!
27. **Radio Station** – Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Donations can be sent directly to the National Multiple Sclerosis Society office.
28. **Gym** – Ask your gym to place a donation jar at the front desk!
29. **Neighbor** – Write to all your neighbors on your block or in your building. Attach a letter stating what you're doing and ask them to make a donation.
30. **Meet the Press** – Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these...it's a perfect way to get the word out!
31. **Host a Poker Game** – Call your card-playing friends and invite them over for poker night!
32. **Bowling Nights** – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect the money for you or your team.
33. **Local Stores** – Ask a local store manager what the hot-selling item is these days and then ask if he or she would be willing to donate a percent of the sales from that particular item to you.