

# Fund-Raising Ideas

The 2007 Walk for Asian Families is more than just a walk around downtown Austin. You'll be walking for a good cause. All funds raised will go to programs supporting Asian families affected by abuse. There is no minimum donation requirement, but raising funds can be super easy.

## **Here are some tips to help you help others:**

### **Be Optimistic!**

Excitement is contagious. It is important for potential sponsors to feel how enthusiastic you are about their sponsorship.

### **Be Committed!**

When you raise funds for the SAHELI for Asian Families, you are directly helping families live a life free of violence and build healthy relationships. Make the first pledge yourself. When your friends and family members see your name and contribution, they will see how serious you are.

### **Ask Anyone And Everyone!**

Ask family and friends first. Once you have tackled the "easy ones," branching out is simple as you ask clients, co-workers, clubs, anyone and everyone for pledges.

### **Send Letters and E-mails!**

Send an announcement of your plan to Walk for your community to business associates, church members, family and old acquaintances. Don't forget company, organization and school newsletters. Ask for their support in writing. Need some inspiration? *Feel free to use this letter template.*

### **Ask For A Specific Amount!**

Tell sponsors what your average pledge is and ask them to beat it!

### **Ask For Donations On Pay Day!**

Timing is very important. It is just as important as who you ask.

### **Make A List Of Places Where You Spend Money!**

Great places to solicit pledges are doctors' and dentists' offices, the dry cleaners, auto repair shops and your favorite restaurants!

### **Ask Vendors At Your Place of Business!**

Coffee, paper, delivery service, copier technicians and everyone who wants to maintain that friendly "business relationship" are generally willing to make a pledge.

### **Double Your Pledges!**

Contact your Human Resource Department to find out if your company has a corporate matching gift program. If it does, secure and complete a form to turn in with your pledges. This is an easy way to double your total. Encourage your sponsors to ask their companies for matching gift forms too.

### **Are You A Member Of A Civic Organization?**

Ask to be placed on the agenda at the next meeting and ask the group to sponsor you.

**Save Your Spare Change Everyday!**

You will be surprised how quickly this spare change adds up and makes a terrific pledge to yourself!

**Stay Motivated!**

Keep in mind that pledges can help you earn fabulous prizes for raising funds. What are these prizes? Raise \$50 and receive a T-shirt, Raise \$150 and receive a [Recipes Without Borders](#) cookbook. More importantly, you'll feel good knowing that you made a difference in the life of someone affected by abuse.

**Learn As Much As You Can About SAHELI and its services.**

Visit our website at [www.saheli-austin.org](http://www.saheli-austin.org) for additional information about our programs. It can be helpful to break your fund-raising process down into specific steps. As you complete each step, you draw closer to your fund-raising goal and help a family live a life free of abuse.