

Fundraising Tips

Fundraising is making a difference to the EB community by generating critically important dollars that support research and education, family support programs and EB awareness.

The “**Walk a Mile in My Shoes**” **Relay-Rally** is primarily for EB awareness. However, it takes money to operate this campaign, and we have a fantastic opportunity during the week of October 25-31 to raise funds! Our week-long EB awareness campaign expenses are very basic, with no frills.

Remaining dollars (after campaign expenses are met) will be split between our two non-profit charitable organizations, EB Medical Research Foundation and DebRA of America. The more funds we raise, the more successful our EB awareness campaign! And the more dollars available thereafter, the more to go to the charities for EB research toward effective treatments and a cure... and ultimately, the greater the quality of life for everyone diagnosed with EB.

Start NOW! Do a little fundraising every week – it adds up. Here are some helpful tips you get you started:

General Tips – First Steps

- ✂ Wear an EB bracelet if you have one, or other promotional gear – it starts conversations.
- ✂ Put up a “Walk a Mile in My Shoes” poster at work, or in any convenient place that generates attention and sends people to visit the website.
- ✂ Download the **Activity Sheet and Donor Form** and keep it close-at-hand; ASK for donations (once you start, it becomes easier!).
- ✂ Host a movie party at your house – rent a new release, make popcorn, and invite your friends for a movie night. Ask them to donate what they would have spent if they had gone to the movie theatre!
- ✂ Answering machine message – change your message and let everyone know you’re fundraising for “Walk a Mile in My Shoes.” Let them know you need their support!
- ✂ Start a spare change box. Collect your extra coins and just see how it adds up!

What YOU, your family, friends, and co-workers can do:

- ✂ **Send, and ASK others to send, an email to all contacts** – it’s easy and effective. Complete your Registration by following the instructions on the **Activity Sheet and Donor Form**, and then ask THEM to email-invite everyone they know to sponsor you. See the letter example at the website, tailor it to suit your story, and forward to everyone who can help you!
- ✂ **Ask. Ask. Ask!** Remember, the #1 reason people don’t give is because they were never asked!
- ✂ **Communicate your message** - Start your own letter-writing campaign to tell your story.
- ✂ **Organize** a car wash, YardSale4EB or Rock4EB rocking chair marathon, or do ABC Fundraising throughout this final month.
- ✂ **Host** a party or silent auction and ASK for donations from attendees.
- ✂ **Ask for the right amount** – Take a good look at who you are asking for donations and ask for the right amount. You may discourage someone by asking for too much, or you may miss out on an opportunity by asking too little!
- ✂ **Hand out tri-fold brochures** – they’re on the website for your use, and an effective tool for your fundraising efforts!
- ✂ **A Friendly Reminder** – If you didn’t receive an answer the first time you asked, your potential donor may need a little coaxing – consider sending out an “update.”

At the Office:

- ⌘ **Corporate Gift Matching Program** – Ask your employer to participate by agreeing to match the funds you raise.
- ⌘ **Customize your personal email signature** – Add a line about the “Walk a Mile in My Shoes” Relay-Rally and ask for support. Include a hyperlink to www.ebrelay.org to make it easy. (One volunteer is working on banner links to make it even easier!)
- ⌘ **Company Vacation Days** – Ask your employer if they can swap one of your vacation days for a day’s pay, and donate the equivalent. Or ask if you can raffle a day off with pay!
- ⌘ **Casual Day** – Ask your employer to allow an official “Walk a Mile in My Shoes” Relay-Rally Casual Day. For the privilege of dressing casual, each employee makes a donation of \$20.
- ⌘ **Shortest Tie Contest** – Executives participate in an all-day contest to end the day with the shortest tie. Employees pay to cut an inch off their favorite executive’s tie. You can vary the game by paying for the ugliest or most ties etc. Shop resale stores for ties!
- ⌘ **Money Jar** – place a money jar on your desk. Write your fundraising goal on the outside and ask for your co-workers’ support.