

## Fundraising Tips

Fundraising can be as big a challenge as the swim itself. Here are a few tips to help build up your total amount of pledges.

- Collect pledges by what means you feel most comfortable with and will work best for you.
- Try to ensure that the first few pledges and donations are big ones – hopefully those underneath will follow suit.
- Ask family members to collect sponsorship on your behalf.
- Send an email to everyone in your address book and ask them to sponsor you – especially the boss!
- Challenge a friend, family member or work colleague – Who can get the most sponsors? Who can raise the most money?
- Use any access you have to free advertising space to promote your involvement in the Swim-A-Thon and ask for sponsorship. For example, a company or school newsletter, intranet, myspace.com, neighborhood newsletters, etc.
- Matched Giving – Ask your employer (or have your parents ask their employer) whether they will match what you raise and donate it.
- Have fun! Showing enthusiasm and passion for this cause is the best way to raise money.