

Fundraising Tips



How to Raise Funds

The number one reason why people give is simply because they were asked. Don't be shy - ask everyone you know.



Ask Everyone

Close friends and family are the obvious choice, but don't forget co-workers, church members, your child's baseball coach and businesses you frequent.



Ask Confidently

You are not asking for money for yourself; you are asking for support Phoenix Children's Hospital.



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Make it Personal

Share your own story. Was your child (or another family member or friend) treated at Phoenix Children's? What is their story? Maybe your story is about gratitude for your healthy children. Whatever your reasons for igniting hope with Phoenix Children's, share them.



Use Online Tools

The online tools are designed to make fundraising simple for you and for your donors. In addition, it is the most effective way to raise money. Online gifts average \$50 per gift, and fundraisers who send emails generally find that they receive a three-to-four times higher response rate than those who ask for check or cash donations.



Social Fundraising



- Follow Phoenix Children's Hospital Foundation on Facebook, Instagram, and Twitter @FriendsofPCH.
- Always use #PCHIgniteHope anytime you post on your social media.



- Update your status with information about why you are Igniting Hope with PCH and what your network can do to support you.

- Post about your fundraising progress, and let followers know you are seeking donations.



- Always include the link to your personal fundraising page to make donating simple.



- A** The easiest way to raise money for your team is to simply **ASK!**
- B** Consider holding a **BAKE SALE** within your community!
- C** Ask your child's school to host a **COIN DRIVE** to support your team!
- D** Ask your boss to support your team by coordinating a **DRESS DOWN DAY!**
- E** Use the built-in fundraising templates to **EMAIL** your friends and family!
- F** Organize a **FIFTY/FIFTY** drawing at work!
- G** Ask a local restaurant to host a **GIVE BACK** night in support of your team!
- H** Coordinate a charitable **HAPPY HOUR** with co-workers and friends!
- I** Hosting a party? Encourage your guests to make a donation **IN LIEU** of a gift!

J Coordinate a **JEANS DAY** at work!

K Gather up your friends and participate in a **KARAOKE CONTEST!**

L Pack a **LUNCH** instead of going out and donate the money back to your team!

M Contact your company to find out about their **MATCHED GIVING** program!

N Know someone who needs **NIGHT OUT?** Offer to babysit!

O Pick up a few **ODD JOBS** on the weekend and donate your earnings!

P Designate a day for a **PERCENTAGE OF SALES** to be donated to your team!

Q Don't **QUIT** if your first idea doesn't succeed! Every dollar counts!

R Organize a **RAFFLE** with proceeds benefiting your team!

S Share your fundraising efforts on your **SOCIAL MEDIA** channels!

T **TELL** your story! Why are you fundraising for Phoenix Children's Hospital?

U **UNITE** together with your team to maximize fundraising efforts!

V Be **VOCAL** about your fundraising efforts!

W For a small donation, offer to **WASH** the vehicles in the neighborhood!

X Put a jar out at home to collect **XTRA CHANGE!**

Y Coordinate a **YARD SALE** with proceeds benefiting your team!

Z Do you enjoy dancing? Host a **ZUMBA DANCE-A-THON** to support your team!