

Fundraising Sample Plan

10 Steps to Raise \$1,500



Braeden and Bronson Steiner both have NF1. **Braeden was diagnosed at 16 months with an optic glioma brain tumor.** At about two years old, he was diagnosed with congenital pseudoarthrosis of the tibia as well. He has been wearing glasses and a leg brace since an early age. Braeden underwent 60 weeks of chemotherapy from 2006 to 2007. He began another long chemotherapy regimen in October 2010. Braeden's attitude is amazing and is what helps his family as they navigate the many challenges of NF. He is a prankster/comedian and his laugh is one of a kind! **Bronson's neurofibromatosis was confirmed several months after birth.** He was diagnosed with an optic glioma brain tumor at 18 months. Bronson underwent 60 weeks of chemotherapy from 2008 to 2009. He began another long chemotherapy regimen in October 2010. Despite all Bronson has been through, he is a very happy little boy. He loves pre-school and making friends. He is very active and is constantly laughing. He is currently receiving chemotherapy with his brother Braeden, who has been a great example.

Sample Plan		
Step 1: Sponsor yourself for \$50. Don't forget about company matching.		\$100
Step 2: Ask 5 family members for \$50		\$250
Step 3: Ask 10 friends for \$20		\$200
Step 4: Ask 5 Coworkers to sponsor you for \$25. Remind them about company matching.		\$250
Step 5: Ask your boss to sponsor you for \$25. Remind him/her about company matching.		\$50
Step 6: Send a mass email to all your contacts, tell them about your progress and recruit another 5 donations of \$25		\$125
Step 7: Ask 3 businesses you frequent for a donation of \$50 i.e. Doctor, Dentist, Dry Cleaners, Hairstylist, etc.		\$150
Step 8: Tell 5 neighbors about your goal and encourage them to donate \$25		\$125
Step 9: Send a reminder email to all family and friends who have not donated and recruit 5 more people to donate \$25		\$125
Step 10: Email Everyone. Let them know what you've accomplished so far, and ask them to help you reach your goal! Recruit 5 more donations of \$25		\$125
TOTAL RAISED		\$1,500

Additional Fundraising Ideas:

- Create a flyer announcing your commitment. Prominently display the link to your site. Post flyers in locations you frequent i.e. Church, gym, Laundromat, local businesses, schools, your apartment complex, and break room at work.
- Host an event. Plan a party at a local bar, restaurant, or your own home. Ask for a cover / donation which will benefit your cause. Use the opportunity to educate attendees about the cause you are supporting.
- Include a tagline and link to your fundraising page in your Outlook email signature.
- Add your fundraising webpage link to your signature on all emails