

Vertical Express for Can Do MS registration, fundraising tools and tips and event information can be found at www.verticalexpress.org.

Fundraising Sample Plan

Vertical Express for Can Do MS

As a way to ensure your fundraising success, we have provided you with a guaranteed plan. Follow this timeline to get started. As you get going, aim to triple the goals set out in this plan!

Sample 8 Week Plan

Week 1	Sponsor yourself for \$25.	\$25
Week 2	Send emails to Friends and Family. - Ask 4 family members for \$25. - Ask 5 friends for \$15.	\$100 \$75
Week 3	Send a letter to Friends and Family. <i>Send a letter to friends who do not use email regularly; Include Sponsorship Form and Return Envelope.</i> - Ask 3 family / friends for \$25.	\$75
Week 4	Host an Event! Plan a party for 50 friends. - Have a party at a local bar, with drink specials. - Find local start-up band and ask if they will play. - Ask for a \$5 cover that will be donated to your cause. - Educate your guests on your cause.	\$250
Week 5	Contact two local businesses Request that they sponsor you by donating \$50.	\$100
Week 6	Ask your company for a donation of \$80 to sponsor you. Ask co-workers to join you in your efforts. Check with your employer about available company match programs.	\$80
Week 7	Send a reminder email Ask family and friends who have not yet donated. Remind them that they only have 2 weeks left. - Recruit 3 more people to donate \$15.	\$45
Week 8	Host a dinner, auction or raffle Reserve a local park or church. - Ask local artist to donate a painting. Auction or raffle it off. - Get appetizers or dinner donated from a local restaurant. - Invite 25 people and charge a \$20 cover.	\$500

TOTAL RAISED

\$1,250



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Fundraiser Checklist

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Set a Goal

I will raise \$_____ by _____

I will contact _____ people in order to reach my goal.

For example, Mary needs to raise \$3,000 for her cause. She estimates the average contribution will be \$50. If 50% of the people she contacts contribute, she will need to contact 120 people to meet her goal.

Customize my Personal Webpage

- Register online and manage your fundraising web page.
- Upload a touching photo.
- Create a personal message.

Manage Your Address Book

- Enter all email addresses in address book.
- Keep track of who you emailed.

Email Everyone

- Send mass emails to family, friends and coworkers.
- Email local businesses that might be interested in your cause.
- Always ask contacts to FORWARD your email to others!
- As you receive donations, always **write thank you emails!**

Use the Writing Campaign Guide to write your Solicitation Letter

- Write a solicitation letter to businesses or clubs.
- Mail or email solicitation letter to local businesses that might be interested.
For example: Send letters to newly opened local restaurants or small and large businesses that may have a personal connection to you or someone you know.
- Educate your donors on your cause and stress the benefits of contributing.
- Follow up with local businesses with a phone call to explain your cause.
- Include a self-addressed envelope with each solicitation letter you mail.

Host an Event

- Plan a great fundraiser and invite family and friends.

Input all Offline Donations

- Enter offline donations in your personal online fundraising page.
- Send Can Do MS all offline donations by the fundraising deadline for your event.

Can Do Multiple Sclerosis • 1-888-DO-IT-4-MS • www.msando.org • info@mscando.org
27 Main Street • Suite 303 • Edwards, Colorado 81632 • (970) 926-1290 • (970) 926-1295 fax
Internal Revenue Service 501 (c)(3) Charitable Organization Number 74-2337853



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Pre-event Samples

Vertical Express for Can Do MS

A great way to raise funds for your Vertical Express for Can Do MS team is by hosting a fundraising pre-event. Can Do MS supporters from all over the country take their interests and create fun, exciting events to help fund their Vertical Express teams and our lifestyle empowerment programs. Below are some examples of successful fundraising events put on by dedicated supporters each year.

Alpen Wine Festival – Squaw Valley USA, CA

- A \$40 donation includes a commemorative crystal souvenir wine glass and tastings from over 40 Vineyards. The event also includes a silent auction & raffle and free live music.

Bluegrass Jam & Silent Auction – Steamboat Springs, CO

- \$20 ticket at the door includes donated food and drink tickets. The event features a silent auction and live music in the form of a jam session with local musicians joining together.

Eagle Ice Bowl – Eagle, CO

- Winter disc golf tournament. Afternoon tournament followed by an awards ceremony at a local restaurant. Donated prizes are given to top competitors.
www.eagleicebowl.com

Charity Beer Dinner – Avon, CO

- A 5 course beer and food dinner pairing featuring winning beers from The Great American Beer Festivalsm. Hosted at a local restaurant tickets cost \$48 per seat.

Kayak for the Kure for MS – Mt. Pleasant, SC

- \$40 donation includes a 2 1/2 hour kayak tour, all kayak gear, certified kayak guides, a Naturalist from Nature Adventures Outfitters and a t-shirt.

Pacific Rim Alliance Wine Dinner – San Diego, CA

- 6-7 course dinner with a wine pairing specifically matched to each course. \$75 donation

Skate-A-Thon – Vail, CO

- 2 hour event where participants collect donations based on how many laps they can skate in 2 hours or just collect donations for the event specifically. Donated prizes are awarded to the top fundraisers.

Funds raised from pre-events can be credited directly to your fundraising team increasing your fundraising significantly!

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