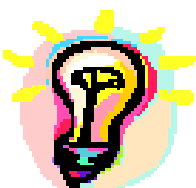


30 Fundraising Ideas

1. Change your voice mail messages and e-mail signature to include your participation in your fundraising challenge event.

2. Brainstorm an A-Z of fundraising ideas.



3. Create return address labels that state: "I'm participating inchallenge event 2006. Will you sponsor me?"

4. Make your list of pledge donors today

5. Hold a Boot Sale. Ask your friends and family to donate items and use all the profits towards your pledge goal.

6. Hold a mow-a-thon. Declare a weekend where you'll mow your neighbour's garden for £20 (or whatever amount you want to set).

7. In lieu of a gift on your birthday or other occasion, ask your friends and family to make a pledge

towards your sponsorship.

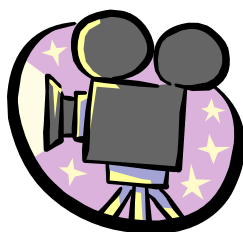
8. Hold a themed dinner party for 10 of your friends. Donation: £50 a head. Spend no more than £20 a head on the food and you'll have £300.

9. Write a Pledge Letter. It should include the following key points: the amount you are asking for and a date/ deadline when you want to hear from the person.

10. If you are running "in memory" or "in honor" of a loved one, include a picture of you with your loved one in your pledge letter, on posters, etc.

11. Hold a movie party. Every time a specific word is said in the movie, everyone puts 20p in a pledge bowl.

12. Delegate! Give 10 friends 10 sponsorship forms and ask them to get sponsorship for you.



13. Make your company work for you. Ask them to match donations made by other employees.



14. Hold a bake sale at work. Ask some friends to bake some goodies for you so you don't have to do all the baking

15. Contact some of the suppliers your company uses and ask for a donation.

16. Get an article in your company Newsletter. It's good publicity and may help get more pledges for you.

17. If you teach, get your students to help you with fundraising ideas. Kids are great at that kind of stuff. Keep a log in your classroom of your training miles and maybe a chart showing your fundraising so far.

18. Don't forget about your Doctors, Dentists, Yoga Instructor, Hair Stylist, etc. You've given them enough money, now it's their turn.

19. In your neighborhood, put "Have you seen me running around the neighborhood?" letters/packets on front doors to get donations from your neighbours.

20. If there's a local paper in your town? get some publicity in the local paper, speak to MHF and we will arrange to help you with a press release.

21. Baby-sit, pet-sit, house sit, water the garden. Any chores you would normally do for free for neighbours, friends or family, but this time ask them for a pledge.

22. Ask a manager of a local bar or restaurant if you can hold a fundraiser one evening. Get a band that is willing to donate their time and charge a cover at the door.

23. Into gardening? Hold a Garden Tour at your home or a local

historical home. Get it promoted in the local newspaper.

24. Make up Business Cards with MHF ...challenge event information, your name, address, how to donate. Hand them out to everyone. Create a web site. Email everyone, invite them to visit your website. When they email you back, send a pledge request.

25. C



a

Create a scrolling screen saver at work as a subtle reminder of your commitment to participate infor the Mental Health Foundation.

26. Make the web site, www.mentalhealth.org.uk the start up page on your web browser so you can see it every time you surf the web. This will keep you motivated to have your fundraising goals and training foremost in your mind.

27. Identify one corporate sponsor that you can ask for a large

donation. Promote them on your website, always a good idea to have a personal contact first.

28. Just because potential donors haven't given you money yet, doesn't mean they aren't going to donate. Follow up is a critical aspect of fundraising.

29. Keep in mind why you are doing it. And who you are helping.

Mental Health Foundation

30. Enthusiasm,
Enthusiasm,
Enthusiasm!!