



TX TOUGH®

EXCLUSIVELY BENEFITING:


children's
MEDICAL CENTER

FUNDRAISING TOOLKIT

Thank you for pledging to become a fundraiser for **TX TOUGH. TX TOUGH** is a pledge based fundraising campaign designed for people of all ages for the exclusive purpose of supporting **Children's Medical Center** in Dallas. **TX TOUGH** is the only organization that gives 100% of what you raise directly to **Children's Medical Center**.

TX TOUGH is a grassroots campaign where we ask you to grow your support just \$10 at a time. When you sign up and pledge to raise money for Children's, you have the opportunity to participate in a RUN/WALK or BIKE event.

Individuals are organized into teams and each fund-raising team chooses the program, service, clinic and/or research program that inspires them in order to help kids that are dealing with important issues today and prevent kids from dealing with those same issues in the future.

Beginners are always surprised at their success at collecting donations. It may seem overwhelming at first but it really is easy! Remember you are not collecting money for yourself. You are collecting donations to support the program, service, clinic and/or research program that inspires you, and every dollar counts!

TIPS

- Start collecting donations early!
- Set goals and make them known. Get the word out that you are raising money and training for the run/walk or bike!
- Research your company's matching gift program and double your money!
- Be knowledgeable about your program, service or clinic and see where the money goes.
- Remember to say THANK YOU with a smile. Send out a thank you note to individuals thanking them for helping you reach your goal.



Texas Tough Riders pulled together to raise money through a team garage sale.

- Let everyone know they are making a difference in their community.
- Let people know how much you have raised and how close you are to your goal.

WHO TO ASK

- Ask people you see each day. Especially those who know you will be participating in the Run/Walk or Bike events.
- Go through your phone lists/ address books, email lists, work Rolodex, etc... think of EVERYONE you know who might support you.
- Continue to add people to your list as you think of them. People will be honored to be part of your fundraising drive!

REMEMBER TO ASK

- Family, In-laws
- Friends

- Co-workers
- Your Dry Cleaners
- Significant other's co-workers
- School friends
- Business associates
- Customers
- Vendors
- Personal Workout Trainer
- Your banker
- Your doctors
- Kid's dance/music/gymnastics teacher

HOW TO ASK

E-MAIL:

When you register online you are set up with your own personal Fundraising center where you can create an address book and easily e-mail all of your friends and co-workers. Your Fundraising center allows you to:

- Customize your message.
- Collect donations from all of the individuals who prefer to communicate by e-mail.

FUNDRAISING TOOLKIT, Cont.

- Collect donations from all of the individuals who prefer to use a credit card.
- Lets everyone know that you are in the Run/Walk or Bike and you are collecting donations, increasing word of mouth donations!
- Ask your friends to forward the e-mail message to their family and friends if they don't mind. This will help you reach your goal.
- Encourage everyone to give something, ANY dollar amount that you raise will make a difference. Even if it is only \$5. Five dollars from 20 people is \$100!
- REMEMBER! You are NOT asking for money for yourself, it's for **Children's Medical Center**, for our kids, a great cause!



Volunteers prepare for the Grand Prix II in Victory Park.

POSTAL MAIL:

Postal mail has really taken a back seat to emails these days so writing a hand written note catches someone's attention. Remember to have the donations sent directly to you so that you can keep track and send them in all at once with a pledge form.

FACE-TO-FACE:

Every donation you collect makes a difference! Be creative and remember to have fun!

FUNDRAISING IDEAS

Start by sending out a personal letter to everyone you know. Ask them to ask their employer to match their donation or become a corporate sponsor.

- Carry fundraising business cards with you everywhere you go. Use them to talk to friends and family. Tell them what you are doing and why.
- Organize a Bake Sale at work, church, or in front of your favorite business like the drycleaners.
- Organize a Garage Sale. Ask your neighbors to make item donations to sell.
- Host a Party. You can host a party at your home or a designated location

and charge admission. It could be a dinner party or a themed party of any size. You can even solicit the services of your favorite chef. When sending out the invitations, make sure to inform your guests about the important cause you are asking them to support.

- Spare Change Jar. Start a change jar and ask your friends and co-workers to do the same and anytime you empty your pockets put the spare change in the jar.
- Give Something Up. Think about how much you spend on items such as soft drinks, movies, music, fast food, shopping, etc. Consider giving something up for one month and use that money saved to support your **TX TOUGH** Team.
- Letter Writing. Send letters to friends and family, employers and co-workers, local clubs, churches, banks, etc. Remember to mention that all donations are 100% U.S. tax deductible.
- Host a Karaoke Night. Ask everyone to make a minimum donation. Award prizes solicited from local businesses or organizations. See if you can have snacks donated and see if someone will let you borrow music & karaoke machine.

- Have an Auction (blind, silent, or dinner).
- Talk to local companies (restaurants, movies, parks, or clubs) and see if they will allow a portion of their proceeds of one day be donated to your team fundraising drive.
- Organize a group of kids and Host a Car Wash at a local fast food establishment.
- If you know of an independent distributor, negotiate hosting a show at your home for a percentage of the sales to go toward your fundraising goal.