

Fundraising Ideas

Why do we do what we do, and
how do we do it better?



- Why are you here today?
- What do you want to take away from attending today?
- My plan is for you to take away one thing to consider and potentially use when you return home.....



Why

- The HDSA Mission Statement must be considered when planning an event.
 - To find a cure
 - Support for those affected by HD
 - Educate the public about HD.

Opportunities

- **Golf outings**
- **Hoopathons**
- **Dinner – Football game/COE/Family**
- **Amaryllis**
- **Hikes/Bikes/Walk/Runs**
- **Garage Sales**
- **Lawn mower races**
- **Card games – Texas Holdem**
- **Motorcycle rally**
- **School/classroom events**
- **Bowling**
- **Fashion Show**
- **What else.....**

Personal Experience

- Began 12 years ago in an elementary school and raised \$6,000.
- Simple Plan – everyone brings a friend, keep what worked, add something new, make it fun and free stuff. (t-shirt is a collector item)
- Currently raising over \$40,000 per year in MN and have 500-600 attendees and 150 shooters.
- Second hoopathon in year 2 in Michigan is raising \$4-\$5,000.
- First year hoopathon in SD raised \$5,000.

Personal (hoopathon) Experience

- Is this like hula hoops? (don't assume)
- Create a format that will work
 - Time of year, place, weekend, adult, youth
 - Length of shooting time, keeping score, etc
 - Donor for total baskets made, age groups, etc
- What if I don't play basketball ...turn the corner with your event and make this an opportunity.

Measuring Success

- The measure of success is based on the outcome you achieved according to the results you expected.
- Make the plan, do the work and evaluate the results.
- Don't take it personally.

Personal Experience

- Will celebrities improve attendance/brand?
 - Timberwolves Dance line
 - Billy Aaron Brown
 - Ms. Teen MN/ Mrs. Minnesota
 - Louise Vetter/Barbara Boyle
 - Scoopie /Crunch
 - Trent Tucker/Randy Shaver/PA & Dubai
 - Dunk Team

Personal Experience

➤ Sponsors

- MDB/Pepsi/Culvers/Bremer/Ameriprise/Xerox

➤ Variety

- Fish pond/ Wii/ guitar hero/cake walk/sumo/

➤ Raffles

- Bocchi ball/airline tickets/

➤ Flexible – Leadership Development 4 year cycle.

Personal Experience

- Volunteers – source of contributions
 - Family/Friends
 - Board
 - Lions/Jaycees/Junior Lions
 - Boy Scouts
 - National Honor Society
 - Church groups
 - College SAC group/Fraternity/Sororities

Personal Experience

- Pay it forward when it comes to adding attendees for the future.....
- Communication
 - Press release/call the newsroom/family story/
 - Facebook event/website/
- Ask others to help
 - MI hoopathon/SD hoopathon

Common denominator's

- A “Champion”
 - An event you can get behind...
 - Variety
 - Fun
 - Base of attendees to begin with....
 - Courage
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Common Denominators

- Adaptability, flexibility
 - Have a Plan
 - Plan to succeed
 - Use the rear view mirror to evaluate
 - Passion
 - BUT syndrome.....
 - Speak up (communication)
 - Learn from others.
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The End

