



BOYS & GIRLS CLUBS
OF DANE COUNTY



**MOVE
'N' GROOVE**

**FOR BOYS & GIRLS CLUBS
OF DANE COUNTY**

FUNDRAISING TIPS

BUILDING A STRONG TEAM

In-Person Recruitment

- Fiskars used this tactic in taking some time in the day or over multiple days to go to each person in the office and asking them to sign up.
- This in-person tactic is very effective

Company Social Event (Sign-Up party)

- Naviant and other companies use this tactic in organizing a fun event with an ice cream bar or trail mix bar
- Great way to get people excited to participate and sign up on the spot!
- Contact us at specialevents@bgcdc.org to have us help you with this! We will come to your social to help your employees sign-up and answer any questions they may have about MOVE

Share your team page URL

- The URL when you visit your team page is your UNIQUE team URL. Copy that and share it via email or social media to ask people to join your team.

The image shows two parts of a fundraising page interface. On the left is a preview of the page for 'My Move 'n' Groove 4BGC Fundraising Page' by Brenna Burke, with a 'SHARE' button circled in red and an arrow pointing to it labeled 'Click here'. On the right is a 'LINK' sharing window showing the unique URL: <https://move4bgc.rallybound.org/Member/MyPage/6278709/Brenna-Burke>. An arrow points to this URL with the text 'Copy this link - it's unique to your team!'. Below the URL are buttons for Facebook, Twitter, LinkedIn, Email, and a general 'Share' button.

Engage as a volunteer or virtual participant

- There are more ways to support the event than just running or riding! Become a volunteer or be a virtual participant.
 - We need over 100 volunteers to make sure that the event is successful and a great time for everyone!
 - By being a virtual rider, you are signed up on the team but won't participate. You will still get all the swag and perks that come with being a rider and raising, but you don't have to participate!

Give employees/friends/family tools to promote and fundraise

- Pass along the marketing materials from BGDC that everyone can use to promote and fundraise!
- Contact special events at specialevents@bgcdc.org for more info and to receive the marketing materials!

OTHER WAYS TO FUNDRAISE

- **Have a straight-forward, short, effective pitch (in person is best)**
 - “I am participating in Move N Groove 4BGC in order to raise money to help the kids in our community. All the money stays in our community and goes into programs for kids...how to say “no” to drugs, tutoring, college preparation course, etc.”
 - We have a fundraising goal of \$700,000 and we need YOUR support! By participating in our Move ‘N’ Groove fundraiser, you will be helping us raise funds to support our preschool, Clubs, AVID/TOPS, and Skilled Trades and Entrepreneurship Training. These programs have a widespread impact, helping young people in our community ages 2.5 – 24 to have a better future. Registration is OPEN: <https://www.bgcdc.org/movengroove4bgc>.
- **Suggest a specific amount**
 - “My goal is \$1,000; would you make a \$50 donation to this great cause?”
 - Don’t set the amount too low and tailor it to the person. If you ask for too much, they can always come down. If you ask for too little, they will never exceed it.
- **Have them donate online**
 - Direct them to the <https://move4bgc.rallybound.org/Donate> website to donate. In the notes have them specify it will go to your campaign. If they prefer a check, great. Take the donation in whatever form is good for them. Before you leave make sure you understand what method they will use to donate and how much.
- **Follow-up**
 - Check your personal page on the Move N Groove website to make sure they have donated.
 - If not, send them a friendly reminder email or phone call.
- **Thank You**
 - Always send a nice email or thank you note thanking them and letting them know they are making a real difference in our community.

OTHER WAYS TO FUNDRAISE

- **Host a benefit day/night at a local business**
 - Chipotle - https://marketing.chipotle.com/partner/fundraiser-request/?_ga=2.9500917.1357928856.1679332412-2091690797.1679332412
 - Ian's Pizza - <https://ianspizza.com/donation-requests/donation-night-fundraiser/>
 - Little Ceasar's - <https://fundraising.littlecaesars.com/how-it-works>
- **Host a car wash or bake sale**
- **Ask friends and family**
 - You never know who may give! Sending a simple email or giving them a phone call asking them to donate can make a big difference!
 - Another great thing to do is just talk to them in person and prompt a future ask
 - If email is more your speed, we created an email template for you to easily send emails to friends and families! All you have to do is go to your fundraising page, click on the email tab, and select "Outreach to Potential Donors" from the template drop-down tab.
- **Ask for a per mile pledge**
 - Ask someone you know or an organization to sponsor you per mile you move!
- **Host a Facebook Fundraiser**
 - Facebook provides easy tools to set up a fundraiser to benefit non-profits.
 - If it is near your birthday, consider doing a Facebook birthday fundraiser in your honor!
 - Visit this link for more info:
<https://www.facebook.com/fundraisers/>
 - Once your Facebook fundraiser is complete send a screen shot of the money raised and we will apply it to your account.