Intro to Fundraising

This section of the guide is dedicated to getting you familiar with how to set up, kick off, and maintain your Summit for Someone fundraising campaign. You’ll find lots of action steps that you can take to break your efforts down into smaller, manageable goals, along with plenty of tools and resources to jump start your own brainstorming process. Remember, there are an infinite number of ideas for how to generate interest in your donation campaign... what will be the most fun and engaging for YOU?

Classy

You are likely already familiar with Classy, the fundraising platform Big City Mountaineers relies on for managing donation campaigns within the organization. If you have not yet created your personal fundraising page for your SFS challenge, you’ll want to start by doing that first.

KEY POINTS TO KEEP IN MIND

- Make sure all details are accurate including dates, pledge goal, summit and route specifics
- Personalize it! The more you can bring your personal story and motivation for getting involved with SFS to life, the more your network will be moved to contribute.
- Small, consistent efforts to gain and keep momentum go a long way. Stay consistently in touch with your base with quick, fun updates throughout your campaign.
- Remember the mission — you’re fundraising to get under-resourced youth onto summits of their own. We can provide you with photos and inspiring stories of our youth to help you with your efforts.

DONATION LOGISTICS

- All online donations can be directed through your Classy campaign page
- It is fine to accept donations via check, too. Please follow the steps below for all check donations: Mail to the Big City Mountaineers’ office: 710 10th St. #120, Golden, CO 80401
- Include a memo note that says both “SFS” and the name of the person fundraising – this ensures that we can credit your Classy account properly upon receipt of the check
- Everyone who donates to your campaign will receive a thank you letter from BCM, plus information about how to claim tax exemptions for that contribution
**Fundraising 101**

**Here’s what you need to know:**

- **First things first, have fun!**
- **The key to successful fundraising is to start early—we recommend to start at least 3-4 months out!**
- **You raise money only when you ask.**
- **Potentially seed your fundraiser or have initial donors lined up in advance as campaigns that are 30% funded in the first few days are more likely to succeed.**
- **Ask big – Don’t ask for just a $10 donation, ask for $50. You may get $50, or you may get nothing, but if you ask for only $10, that is probably all you will get.**
- **Stay positive. Not everyone is going to donate, but the more people you ask, the more donations you will get. If you don’t hear “no” a couple times a week, you are not asking enough people.**
- **Don’t feel bad about asking people for money. Remember that you are not asking for money for yourself: it is going to a great cause. The more people you ask, the easier it becomes.**
- **Set a goal to ask at least one new person for a donation every day. You have nothing to lose by asking.**
- **Talk about it! Tell everyone you know about what you are doing and what the money goes toward.**
- **The more you talk about it, the more interest you will generate.**
- **Make it easy for people to donate. Explain how to make a secure online donation through your personal Classy page. Remember to mention that donations are tax deductible.**
- **It is important for you to decide what methods will best fit each of your donors so that you can maximize the amount of support you raise for the cause. BCM can accept checks and cash on behalf of your personal fundraising campaign.**
- **Remember you are not in this alone. Enlist the help of the Big City Mountaineer support staff, your family, friends, and co-workers.**
- **Check out the full library of fundraising and storytelling tools and resources available to you on the BCM website! Follow the links under the “Fundraising + Gear Package” tab in the main menu.**

You’re not just a fundraiser. You are an ambassador who is increasing awareness, education and passion for Big City Mountaineers! Successful fundraising isn’t just about money. It’s a way to spread the word about BCM and the impact that you will have on under-resourced youth.

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Fundraising Events

Take a moment to consider your personal interests, hobbies, passions, and networks of people. What do you love to spend time doing? How do you play and relax? Who do you like to spend time with?

You can craft a fundraiser around any of these ideas! The more personal buy-in you have in your fundraising, the more fun you will have. That means this part of your SF challenge will be more enjoyable and easier to build momentum with in the long run.

EVENT POSSIBILITIES

Garage Sale
Get rid of items you don’t use anymore by putting on a garage sale. You will raise money for your fundraiser while cleaning out your house. Let people know why you are having a garage sale and they might even donate more money to the cause. It’s a win-win!

Happy Hour
Call a local bar or establishment you frequent and ask them if they would let you have a fundraiser there. Ask if they will donate drink tickets and guests can donate money in exchange for the drink tickets. Think about having a raffle at the happy hour too.

Restaurant Fundraiser
Do you have a favorite restaurant or know someone that works at a restaurant close by? See if they will donate a certain percentage of sales for customers that mention “Big City Mountaineers”. Be sure and tell everyone you know about it via social media, emails, letters and word of mouth.

Run or Walk for BCM
Organize a 5K, half marathon or marathon for your friends, family and community to enjoy. Have participants pay an entry fee and you design the course. Be sure and let people know they can donate more than the entry fee if they want to!

Sporting Event on TV
Everyone loves a big sporting event! Invite friends and family over for a sporting event such as the Super Bowl, NBA Finals, Masters golf tournament, March Madness, etc. Ask for minimum donation for entrance into the party and let people know what the money is going toward. Provide food and drink for the event and organize a pool. The winner receives a percentage of the money and the rest to benefit your fundraising efforts.
Climbing Tournament
Contact a local climbing gym and ask if they are willing to host your fundraising tournament. You will need to request that they create 5-10 routes of different difficulties and rate the grades in order to assign points on competition day. You will also need to settle upon a flat per-person rate that will cover climb time and donation amount.

Silent Auction
Ask local businesses, friends, and family for donations of goods or services. Auction the items off either on a site like 32auctions.com or on your social media by posting an album of photos on Facebook of each item and its price. Tell your followers to simply comment with the amount they are bidding.

Set a time for when the bidding will end and follow up with winners to coordinate getting the money and giving them their prizes.

Vacation Day Raffle
Who doesn’t like time off work? Talk to your manager or Human Resource department about raffling off a day off. Specify the amount for each raffle ticket and sell them to your co-workers.

Benefit Concert
Have any musical friends? Ask if they will play a show for your fundraiser. Host it in a backyard or large living room. Require an entry fee to the show that will go toward your fundraiser for BCM.

Poker Tournament
Think about having a Texas Hold’em poker tournament with your friends or a large group. If you decide to have a smaller poker tournament, collect an entry fee at the door. If you host a large poker tournament, consider hosting it at a local school or event hall. Rent poker tables or see if the rental company will donate them. Collect money by charging an entry fee or a percentage of the pot. Whether you host a large tournament or a smaller one, see if you can get a prize donated for the winner.

Remember to use these ideas as a starting place, then customize them to fit you and your friends. Settlers of Catan instead of poker? Movie night rather than concert? Find your niche fundraising events and have some fun!
Matching

Matching is an important part of raising money toward your goal and allows you to double your donations! This is your way to increase your total fundraising dollars for Big City Mountaineers so that more kids can experience the outdoors.

Be sure to find out if your employer has a matching program. If your employer doesn’t, ask your friends or family if their employers do. Their donations to BCM could be doubled by their company. If your employer doesn’t have an official matching gifts program, there are other ways to double your impact.

- Ask your boss if she or he will match what you raise.
- Ask your company to sponsor each teen for $25, $50 or $100 on their expedition.

These are just a few ideas but BE CREATIVE and talk to your boss about what is possible!

Documentation for tax-deductible donations is available on the BCM website: “ABOUT US” > “ANNUAL REPORTS”