

Fundraising Ideas

- *Be a guest bartender at a local bar and put tips towards your fundraising goal.
- *Dinner for a Cause: Get a local restaurant to donate 50% or more of Dinner business for a day.
- *E-mail everyone you know (from 5 miles away to a million miles away!)
- *Large plastic bottles are a great way to collect spare change. Place them at your office, in a coffee shop, or restaurant. If your a member of Empower Federal Credit Union-they have a FREE change machine.
- *Wear your Jeans to work day! Charge \$5 on a Friday to wear jeans.
- *Do a mailing. People still like to get letters in the mail. Tell them why you are walking and include a self addressed envelope for their donation.
- *Attach your fundraising page to your social page – Facebook or Myspace
- *Karaoke event: Have an event where you can pay to have one of your friends sing. The person that is put up to sing can always counter offer--and donate more money!
- *Party at your house: Have your team over and they can invite all their friends and family. On the invitation it explains it is a fundraising party – so bring your checkbook. Make it FUN – Guitar Hero competition or a Pool Party.
- *Chores for Bucks: Offer to clean someone’s house, garage, cook them dinner, do their grocery shopping, babysitting-whatever-for a donation.
- *Garage Sale: Get all of your team members items at one house and advertise a garage sale in the paper.
- *Dog Wash: Everyone does a car wash, why not a dog wash!

FOR MORE INFORMATION ABOUT AIDS HIKE FOR LIFE, PLEASE CALL (800) 475-2430 OR VISIT OUR WEBSITE AT AIDSwaikCNY.COM

FUNDRAISING MADE EASY!

Create your own

AIDS HIKE FOR LIFE

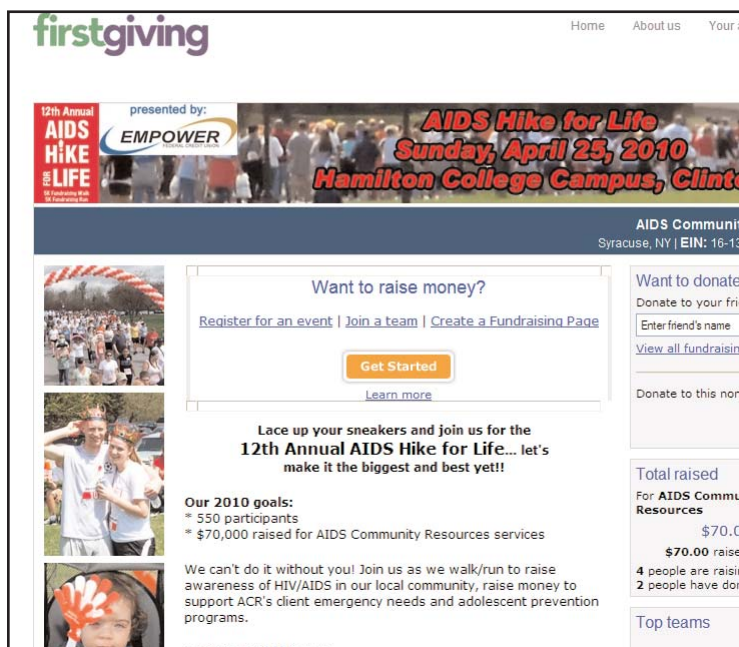
web page and online giving option!

If you registered online you know that you have the ability to create your own AIDS Hike for Life web page. Go for it! Personalize your message and add your own pictures or use the page as it is set up. Most importantly, send your inspiring page to everyone on your email list. One click links them to your page where they can donate immediately online with a credit card. The individual pages can be linked for an on-line team total! It's fast, easy and secure.

If you did not register online, you can still get your own AIDS Hike for Life Web page by visiting www.AIDSwalkCNY.com. Click on "Register Online" to create your page and you can immediately begin asking for donations online.

Also, take advantage of the new **Widget** option found in the "Promote This Page" link on your personal fundraising web page!

Call AIDS Walk/Run Headquarters if you need help using this powerful and effective fundraising tool.



The screenshot shows the 'firstgiving' website interface. At the top, it says 'firstgiving' and has links for 'Home', 'About us', and 'Your s'. Below that is a banner for the '12th Annual AIDS HIKE FOR LIFE' presented by 'EMPOWER', scheduled for 'Sunday, April 25, 2010' at 'Hamilton College Campus, Clinton'. The main content area has a 'Want to raise money?' section with links for 'Register for an event', 'Join a team', and 'Create a Fundraising Page', and a 'Get Started' button. Below this is a call to action: 'Lace up your sneakers and join us for the 12th Annual AIDS Hike for Life... let's make it the biggest and best yet!'. It lists 'Our 2010 goals: * 550 participants * \$70,000 raised for AIDS Community Resources services'. A sidebar on the right shows 'AIDS Community Resources' with a 'Total raised' of '\$70.00' and '4 people are raising 2 people have donated'. There are also 'Top teams' listed.



"The online function is amazing! I was able to raise over five hundred dollars in four days just by sending an email to everyone in my address book, and the donations continue to come in!"

Tamara Delgado,
\$500 Club Member

What's a widget?

A widget is like a mini version of your personal fundraising page that you can use to spread the word about your fundraising efforts.

Copy and paste the few lines of code (found in the "Promote This Page" link on your AIDS Hike For Life web page) onto HTML-based web pages like blogs, web pages, and most social networking sites (like Facebook).