FUNDRAISING

1. I’ve never done fundraising, how do I get started?
   a. The easiest way is to utilize the DSA Step Up registration website. It will help you:
      i. Set goals
      ii. Communicate your story
      iii. Connect to your social media (Facebook, Twitter, Instagram…) iv. Track your team members and view money raised.
      v. Use the Team Captain email templates to communicate with friends and family.

2. Who do I reach out to for donations?
   a. Family and friends always have your back. In addition to asking them for donations, request that they share with their friends – the snowball effect will keep it moving
   b. Check with your employer to see if they have non-profit contribution programs. Most companies have a charitable giving program and would love to help you! Or some companies may have “Jean Day” where the money raised is given to local charities – See if you can get DSA on the list!

3. Use social media!
   a. Create a Facebook event or a page dedicated to your team.
   b. Follow Omaha Step Up for Down Syndrome Walk and Family Festival page and share our posts!
   c. Thank you your donors and team members on social media. People love the recognition!
   d. Set a goal for the day or week. “Our goal is to raise $50 by the end of the day! Who is going to help us get there!?!” “We need 5 people to join our team by Friday!”

4. Try hosting a separate fundraising event! A couple years ago, the Tran family held an ice cream social at a town hall. This put them over the top! Here are some hints to set up a fundraising event.
   a. Pick a Venue- Think through how many people you expect to attend and plan your venue off of this.
   b. Involve your Team – Everyone always wants to know how they can help. Getting a good turnout to your event.
   c. Advertise – Send out emails, hang fliers in your neighborhood as well as the neighborhood of the venue.
   d. Have Fun and Thank Everyone!!

5. Some other great fundraising ideas we have seen!
   a. Lemonade stands
   b. Bake sales
   c. Handmade awareness bracelets