

## Fundraising Tips:

- **SET A GOAL:** Each team should raise \$500 (only \$100 per member!) and remember prizes will be rewarded for the highest fundraising team! Don't underestimate yourself
- **START EARLY:** Don't wait until the last minute. It's never too early.
- **JUST ASK:** Don't be afraid to ask people to help you support Tierra's mission.  
Ask everyone: family, friends, neighbors, co-workers, your boss, hairdresser, dentist, or doctor. Remember that your friends and family want to support you, so don't be shy!
- **SHARE WITH YOUR FRIENDS ON SOCIAL MEDIA.** Share your page's link with your friends on Facebook/Twitter/LinkedIn/Instagram. Ask them to donate or sign up on your team!
- **SEND A PERSONAL LETTER OR E-MAIL:** Use our template below. Don't forget to personalize it for you! This is a painless way to ask and brings in a surprising amount of donations.
- **TALK TO YOUR EMPLOYER ABOUT MATCHING GIFTS:** Many employers sponsor matching gift programs to match charitable contributions made by their employees. You may be able to double or even triple your gift to Tierra.

**Sample Email/Letter:**

Dear \_\_\_\_\_,

On February 24th, I will be participating in Tierra del Sol's first Bowl-a-Thon, "Pins for a Purpose!" Tierra is a local non-profit that empowers adults with developmental disabilities through Workforce Development, College to Career, and Career in the Arts. My team and I will be bowling to help raise funds and awareness and I am asking for your support. I am participating in honor of \_\_\_\_\_, a Tierra client. 100% of the proceeds will go towards helping Tierra's clients lead a life of dignity and purpose!

\$ 25 provides a weekly bus pass so Tierra clients can get to and from their job site or school.

\$ 50 provides hot lunch for a Tierra client for one month

\$ 100 provides work readiness classes for one month

\$ 200 provides art supplies to an emerging Tierra artist for one year

Your generosity makes a huge difference in providing quality programs and services that empower people with developmental disabilities to make valued contributions to our communities.

TO DONATE NOW, please log on to: (insert your team's link) or send cash/check with my name to **Tierra del Sol, 9919 Sunland Blvd, Sunland, CA, 91040**, by February 20th.

It's a fun event and all donations are tax deductible and help a great cause! Thanks so much for your support!

Sincerely,

Your name