



PUT RESEARCH INTO DRIVE

MINI ON THE MACK FUNDRAISING TIPS

TELL YOUR STORY

Share why you are so passionate about raising money for cancer and Parkinson's research. Let your community know that 100% of their donation goes directly to important research happening at VAI.

ADD SPECIAL DATES WITHIN THE FUNDRAISER

Adding special dates to your fundraiser is a fun way to spark interest in what you are doing. Do any of the numbers between 1 and 31 have a special connection to your fundraiser? Mark that date on your calendar and make a special fundraising push on that day. For example, ask everyone to give \$20 on the 20th and explain why.

HOST A FUNDRAISING EVENT

Hosting a fundraising event allows you to create a special connection with your potential donors and allows you to share your "why" in a personal way. Some fundraising events could include a bake sale, trivia night, spaghetti dinner, car wash, or happy hour at a favorite spot of yours!

SOCIAL MEDIA

Social media is a great way to reach a large audience, update everyone on your fundraising journey and let them know how much their donation means to you.

CREATE A FLYER

Get creative and make a flyer to hang up in your community, coffee shops, community bulletin boards, restaurants and local businesses. Be sure to include a QR code to your donation page to make the donors' experience as easy as possible.

