INDIVIDUAL & TEAM FUNDRAISING TOOL KIT

fraser.org/festival

SAINT PAUL RIVERCENTRE
Congratulations on becoming a supporter of the Fraser Festival, presented by Central Roofing Company! We're thrilled you're joining us as a fundraiser, fun-finder, and friend.

In this toolkit, you'll find resources to help you raise money as an individual or fundraising team. We've included everything you need to get started quickly and find success easily. If you have any questions, please reach out to either me or Katie. We're here to help.

FRASER EVENT STAFF

Rose Rosario  
Special Events and Volunteer Program Manager  
Rose.Rosario@fraser.org | 612-798-8343

Katie Najjar  
Events Project Coordinator  
katie.najjar@fraser.org | 612-400-6180
GET READY TO FUNDRAISE!

When you register for the festival, a fundraising page is created for you. You can use this page to communicate with your network. Below, you’ll find some ideas to get you started:

- **Click here to Learn the Top Three Things to Do after Creating a Fundraising Page**

- **Share your personal connection to Fraser**
  - Are you a Fraser family? Does someone close to you have autism? Do you want to make a difference by making our community more inclusive? Let your network know why Fraser and the festival is important to you.
    - Click here to learn how to use the power of storytelling to fundraise

- **Post photos and stories**
  - Share images of your progress. Are you hosting a jewelry sale? Did someone give you a big donation? Share a picture of someone you’re fundraising for. Personal stories get people inspired by your cause.
    - Click here to get ideas for creating a personal fundraising event

- **Send emails to request donations**
  - Email is the easiest way to reach your network. Include a personal message and share your fundraising goal. Let your network know what their money will help fund. (See “Make an Impact!” on the next page)
    - Click here to learn how to write a successful fundraising email

- **Share your fundraiser on social media**
  - Create a post to let your friends and connections know you’re raising money for individuals with autism. Use an eye-catching image, or share your fundraising progress bar. Keep posting, and include updates on your goal.
    - Click here to learn how a fundraising progress bar can help you raise more

- **Input offline donations, like cash or check, and monitor your fundraising progress**
  - Your fundraising page makes it easy to log donations and keep track of your progress.
    - If you receive cash or check donations, you can enter them on your personal page as an offline donation. Click here to learn how to add an offline donation toward your fundraising goal
o Mail any checks you receive to Fraser by Tuesday, April 2, 2024, to qualify for fundraising prizes. Please do not send cash by mail. For any questions, email giving@fraser.org.
Fraser Development - Festival
c/o Christine Janiak
PO Box 856719
Minneapolis, MN  55485

• Download Fundraising Tips
  o This tool kit has a lot of information you can use to raise money as an individual or team. You can also access more resources online:
    ▪ Learn the Anatomy of a Great Peer-to-Peer Fundraising Campaign
    ▪ Download Classy Fundraising Campaign Checklists
    ▪ Create a Facebook Fundraising Page
    ▪ Search the Online Resource Directory for Additional Support

“THE FRASER FESTIVAL IS SUCH A GREAT WAY TO CELEBRATE NEURODIVERSITY AND THE UNIQUE GIFTS WE ALL CAN CONTRIBUTE TO THE WORLD.”
MAKE AN IMPACT!

Funds raised at the festival are crucial for sustaining and expanding innovative services for families and individuals living with autism. You can help raise funds for these important projects:

• Provide more services that benefit your family, neighbors, friends, and coworkers who have autism.
• Increase inclusion in the community by training businesses to better support people with autism.
• Deliver services closer to home for all Minnesotans by increasing access and locations.

HOW TO ASK FOR DONATIONS

When you register for the festival, a fundraising page is created for you. We recommend you ask:

• **Early**: The earlier you get started, the more time you have to reach supporters. We recommend giving yourself a few months to reach your goal.

• **Often**: Sometimes, it takes more than one ask, or social media post, for folks to donate.

• **Virtually**: Social media is a great tool for fundraising. You can use your platform to connect with a wider audience on Facebook, Instagram, X, and LinkedIn. Check out our Virtual Fundraising Toolkit for more tips.

• **Personally**: People give to people. Telling your personal story connects people to why you are fundraising.

FUNDRAISING IDEAS

If you have never fundraised before, here are some tips to get you started.

• Write letters or cards to your loved ones with a personal ask.

• Create a fundraiser on Facebook or Instagram. Our [Virtual Fundraising Tool Kit](#) has more information on how to create these fundraisers.

• Tap into your networks.
  o Think about the organizations you’re involved with and how they might support your fundraising goals. Consider your workplace, school, religious organization, or sports team.

• Many employers will match their employee’s charitable giving. That’s an easy way to double your impact!
  o Check [here](#) to see if your employer will match your donation.

• Ask a friend to complete a silly challenge on social media, and then donate to Fraser (think of the Ice Bucket Challenge for ALS). Then ask them to challenge someone else.
  o Who knows, maybe you’ll go viral!

• Host a virtual or mini-event.
  o You can find more information in our [Virtual Fundraising Tool Kit](#).

• Have a raffle or prize for giving.
  o Find a business or friend willing to donate a product or gift card, or come up with your own prize — maybe an hour of free snow shoveling or 2 dozen freshly baked cookies.
CREATIVE WAYS TO SAY THANK YOU

Thank EVERYONE who donates toward your fundraising goal, no matter the size of the gift. This shows your appreciation and it’s another way to share the impact of their gift. Read on for unique ways to show your supporters some love.

- Showcase donations on social media.
  - Many people enjoy getting a shout-out on Facebook or Instagram. Plus, the recognition might drive others to support you, too.
- Send a handwritten letter or card expressing your appreciation.
  - If you have a cute dog, baby, or bunny, send your supporters a personalized funny photo or video as a thank you for donating.
- Flex your writing skills and draft a poem of thanks for your supporters.
  - Text or email anyone who donated your favorite “Thank You” song.
- Make a phone call!
  - This is a really personal way to express your thanks.
- After the event, share photos of your experience along with a message of gratitude.
  - You can never say “Thank You” too many times.

HOW TO RAISE $500 IN 10 DAYS

Even if you’re prone to procrastination, you can still meet your fundraising goal. Here’s how:

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 2</th>
<th>Day 3</th>
<th>Day 4</th>
<th>Day 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donate to your fundraising page to kick things off. No one likes an empty thermometer!</td>
<td>Ask your partner or friend to match your donation. $25</td>
<td>Text 3 friends challenging them to skip a week of Starbucks and donate the cost instead. 3 friends x $20 = $60</td>
<td>Share your fundraising page on Facebook. If 5 friends each donate $20, you are $100 closer to your goal!</td>
<td>Talk to your employer to see if they will match your personal donation. $25</td>
</tr>
<tr>
<td><strong>Total:</strong> $25</td>
<td><strong>$50</strong></td>
<td><strong>$110</strong></td>
<td><strong>$210</strong></td>
<td><strong>$235</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Day 6</th>
<th>Day 7</th>
<th>Day 8</th>
<th>Day 9</th>
<th>Day 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Host a virtual happy hour for colleagues or friends. Take 5 minutes to explain your fundraising goal and your connection to the cause. 10 people x $10 donation = $100</td>
<td>Ask a group you’re involved in (religious organization, professional association, etc.) to make a small contribution towards your fundraising goal. $50</td>
<td>Are you a world-class baker? Whip up a batch of your famous chocolate chip cookies and deliver them to friends and family (with a suggested $5 donation) 10 friends x $5 donation = $50</td>
<td>Use your writing and art skills to send some snail mail to 3 relatives asking for a $10 donation. $30</td>
<td>Make one last post to your Facebook friends to raise the remaining $35. Congratulations! You’ve made your goal!</td>
</tr>
<tr>
<td><strong>$335</strong></td>
<td><strong>$385</strong></td>
<td><strong>$435</strong></td>
<td><strong>$465</strong></td>
<td><strong>$500</strong></td>
</tr>
</tbody>
</table>
April 2nd, 2024 is the last date to fundraise to be qualified for incentive prizes.

**Individual Fundraising Pages**

<table>
<thead>
<tr>
<th>Amount</th>
<th>Prize</th>
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<tbody>
<tr>
<td>$25</td>
<td>Bubbles</td>
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<tr>
<td>$50</td>
<td>Slinky</td>
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<tr>
<td>$75</td>
<td>Jump Rope</td>
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<tr>
<td>$100</td>
<td>Fraser Pop-it Fidget Toy</td>
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<tr>
<td>$150</td>
<td>I Love Someone with Autism T-Shirt</td>
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<tr>
<td>$200</td>
<td>Fraser Water Bottle</td>
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<tr>
<td>$250</td>
<td>Plushie Trio</td>
</tr>
<tr>
<td>$500</td>
<td>Fraser Sensory Kit</td>
</tr>
</tbody>
</table>

Individuals who raise more than $500 will be entered into a raffle to win fabulous prizes like Stages Theatre tickets, Cirqu du Soleil Family 4 pack, Bell Museum and Planetarium tickets, Gift Cards and more!

**Team Fundraising Pages**

The top five fundraising team pages will win these incentives for their team captains:

<table>
<thead>
<tr>
<th>Position</th>
<th>Incentive</th>
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<tbody>
<tr>
<td>First</td>
<td>TCL Suite for 6 at Minnesota Timberwolves Game</td>
</tr>
<tr>
<td>Second</td>
<td>4 Minnesota Twins Tickets on First Base Line</td>
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<tr>
<td>Third</td>
<td>Bowling Party at Pinstripes Edina</td>
</tr>
<tr>
<td>Fourth</td>
<td>Rick Bronson's House of Comedy Event for 8</td>
</tr>
<tr>
<td>Fifth</td>
<td>Stages Theatre Tickets for Sensory Performance</td>
</tr>
</tbody>
</table>
## Festival Donation Tracker

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Donor Address</th>
<th>Email Address</th>
<th>Donation Amount</th>
<th>Collected?</th>
</tr>
</thead>
<tbody>
<tr>
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