



**Dulles Day Festival & Plane Pull 2008**  
**September 6<sup>th</sup> \_ Dulles International Airport**

## Why Raise Funds?

First and foremost, the Plane Pull is a fundraising event. Our goal is to raise as much money as possible to enhance our programs and provide opportunities to children and adults with intellectual disabilities. We want to open hearts and change minds about the abilities of our athletes – and we want to reach as many people as we can with our message of inclusion, respect and dignity. We need your help to do it!

Fundraising is a great way for your Plane Pull team to raise money for the entry fee, and it is also a good way for each team mate to become invested in the organization's community relations. Your corporate representatives can help raise money for Special Olympics while increasing awareness of the company's support of the community and the non-profit world. The community in which you do business can also become involved in your fundraising efforts and learn more about your organization in the process.

This guide has been designed to help you with effective and creative ways to fund raise. If you have questions or would like more information about fundraising please feel free to contact us at 703-359-4301 or [mgates@specialolympicsva.org](mailto:mgates@specialolympicsva.org). We encourage you to be creative and are here to assist you with your fundraising activities. We will do our best to help you succeed and have fun!

We wish you the best of luck with your fundraising efforts!

Warm Regards,

Michelle Gates  
Special Olympics Virginia

Sgt. Stephen Sullivan  
Metropolitan Washington Airports Authority  
Dulles Day Festival and Plane Pull

# Steps to Successful Fundraising

Even if your company sponsors your Plane Pull team for the minimum \$1000 entry fee, we encourage you to build your team's overall contribution using one or more of the steps below. Teams receive incentives and recognition for raising funds... and the overall event winner is determined by a combination of pull time and money raised!

## **Step #1 – Use our on-line giving site: [www.firstgiving.com/sova](http://www.firstgiving.com/sova)**

Set up an on-line fundraising page and circulate an e-mail asking people to sponsor you and your team. Step-by-step instructions are included in this guide. Donations are accepted by credit card and the site is safe, secure and simple to use. Personalize your e-mail request by adding a team photo or personal story. Send your message to:

1. Co-workers & Business Associates
2. Family & Friends
3. Members of your church, sports team and/or service organization

## **Step #2 – Investigate additional sources within your company**

Often companies contribute to community support in a variety of ways.

1. A sponsorship could come from two or more different budgets (marketing for company exposure at the event, community relations for charity support, sales for the team building aspect).
2. Some organizations have programs in which dollars raised by employees for charity are matched. Check with Human Resources or Community Relations.
3. Look into the possibility of donations linked to volunteer hours. Some companies encourage employees to volunteer time by making a financial contribution for each hour worked. There are many volunteer opportunities at the Plane Pull!

## **Step #3 – Find local sponsors**

Sometimes local businesses will sponsor you or your team. Consider companies that have a connection to your group or organization and utilize any relationships you or your team mates have to contact the appropriate decision maker.

Some prospects for sponsorship include:

1. Vendors your company works with
2. Restaurants you and your co-workers frequent
3. Competitors – join forces or challenge them to enter their own team

## **Step #4 – Do it yourself fundraising**

Brainstorm with your team mates and plan an event to raise money. Consider a bake sale, car wash, or pay-to-wear-jeans-to-work day; or go with something a little more unusual. Be sure to get appropriate permission from management – or better yet, get senior management involved!

Below you'll find some ideas from [www.fundraising-ideas.org](http://www.fundraising-ideas.org). For more information about these or other fundraising activities, visit this site or search the Internet to find creative ways to raise money for your Plane Pull team.

# On-Line Giving

Special Olympics Virginia uses a site called Firstgiving for online fundraising. SOVA events are listed on the landing page and participants can set up their own pages as individuals or as team members. Pages can be customized and are simple to create.

1. Go to **www.justgiving.com/sova**, and click on “Get Started”
2. Select the 16<sup>th</sup> ANNUAL PLANE PULL and click “Continue”
3. Enter your email address
4. Click on the “I’m new to this site” box, then “Continue”
5. Enter your information to register you as a fund raiser for SOVA, then “Continue”
6. Personal Fund Raising Page Creation
  - a. Choose a web address for your page (suggestion is to use your name)
  - b. Title your page & set your fundraising target
  - c. Edit your Personal Message
  - d. Change the image on the page if you’d like (use a “team picture” or clipart)
  - e. Add a caption to your photo if you wish.
  - f. Personalize your donation thank you that goes out to people who give on your site.
7. Click “Continue”
8. Preview your page. Make changes or click “Happy with my Changes” to continue.
9. Congratulations! Your Personal Fundraising Page is now set up and ready!

## Steps to send your link out to family and friends:

1. Click on “Email your supporters now”
2. Add email addresses of friends and family in the “To box” (they can be copied from your address book to this box.
3. Add a subject to the Email (something catchy to attract attention!)
4. Click “Send”
5. You are now a Plane Puller raising funds online!

# Finding Local Sponsors

There are many benefits to securing local sponsors for your Plane Pull Team. Sponsors may donate money to your team, assist with other fundraising efforts, and/or possibly provide team mates if you need a few extra people.

You can also offer benefits to sponsors. The number one benefit to point out is that the contributing organization is helping support Special Olympics Virginia.

You can also provide promotional benefits:

- ◆ Put their logo on your Plane Pull team shirts
- ◆ Display their logo and/or web link on your website

- ◆ Mention company sponsorship in a news release about your team's participation in the event
- ◆ If the business offers to donate supplies for a fundraising activity be sure to recognize the sponsor during the event by displaying banners or signs or by making announcements.

Don't forget to send a thank you note and invite the sponsor to come cheer for your team during the event. Many local businesses are willing to help with community causes and may wish to join forces with you instead of participating on their own.

## “Do-It-Yourself” Fundraising

### Give a Buck

Sell paper airplanes to company employees. Print the donor's name on the plane and hang them in the office for all to see!

### Blast the Boss

Your CEO picks as many managers as he/she feels will willingly participate - no Party-poopers! (The CEO can also play) The organizer selects an "appropriate" activity for each participant, such as: kiss a pig, color hair a wild color, dress outrageously, where roller skates to work, clean the lunchroom, etc. Be creative! Have fun!

Label a container for each participant with their name and activity, and place all the containers together in a central area (where they can be supervised). Employees "vote" by depositing money into the jar(s). At the end of the fundraiser, the three (five, etc) managers who have collected the most money have to perform their assigned activity.

### Miniature Golf Tournament

Reserve a miniature golf course for your company. Have employees ask people to sponsor them per hole they play (10¢ - 25¢ per hole). Play 100 holes in two hours (or as many as you can in two hours).

### Various “Thons”

Bowl-a-thon: Sponsors may either make a donation to bowlers per pin, or a flat donation. After the game(s) is/are played, the scores are tallied and money collected from those who sponsored per pin. Those who sponsored with a flat donation simply make their contribution.

Bike-a-thon (or Skate / Rollerblade / Skateboard, etc.): It is exactly what it sounds like. Make it an athletic challenge where employees get donations per lap. On event day paint (or chalk) a path in your parking lot and use either a shotgun or staggered start depending on how many participants there are. Volunteers count the laps and donors contribute according to the results. Hold the event on a weekend and turn it into a company picnic!

## **Blind Auction**

Plan a blind auction for a specific lunch period or as part of a meeting. Have employees bring a wrapped package (the contents could be humorous or something of actual value. Think of the possibilities!) Donors can weight the boxes with a brick to disguise the contents, use an oversize box for a very small present, or wrap boxes within boxes to increase anticipation. You get the idea!

Employees place their boxes on a display table so potential bidders can examine them and speculate on what they contain. Whether you use a live or silent auction, make sure everyone has time to pick them up and shake them before the bidding. Guessing the contents is much of the fun. Build interest by announcing that one or more boxes contain cash, gas cards or restaurant certificates (make sure they do).

At the specified time, the boxes will either be auctioned individually or the results of the silent auction announced. If you have a live auction, make sure you have a couple of "valuable" prizes auctioned first to stimulate the bidding. Above all, make sure you allow time to let everyone to open their box in front of the group. That's where the fun is.

## **50-50 Raffle**

This raffle is called 50/50 because the proceeds are split; 50% each to the fund raising project and the raffle winner. It is easy to run and involves minimal initial outlay and advance preparation. Winners are always happy with a cash prize. There is no need to worry over selection or solicitation of prizes, all you need are people to sell tickets.

Purchase a roll of raffle tickets at any party store, and sell them during a specified time period. Tickets normally sell for \$1 a piece, with an incentive for multiple purchases such as 3 tickets for \$2, or 5 tickets for \$4, etc. Ticket stubs are placed in a container from which one lucky number is drawn. The 'take' is tallied and one half of the total awarded to the holder of the lucky number (who normally must be present to win).