

April Fundraising Tip: “Big Chunk” Fundraising

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Hey P4P! It's April, Parkinson's Awareness Month, which is a great time to use the added awareness to jump-start your fundraising! Even though October seems far away, race day will be here before you know it, so let's get out there. With that in mind, here's a fundraising story that may help some of you out.

In 2015, some friends and I ran an adult baseball team, and we had to fundraise to pay umpire and league fees. All told, it was several thousand dollars, so we had to do some big chunk fundraising. To do that, I approached the owner of Delia Foleys, a bar in Federal Hill I frequented at the time. I proposed to him we'd hold three fundraising parties in a private room where we would get \$5 out of every cover charge. Additionally, I convinced him to donate \$500 up front.

I think the \$500 up front is a crucial lesson for all of us as fundraisers. By the third party, my friends were tired of donating to our baseball team, and the cover charge barely raised anything, but the initial \$500 insulated us from that loss. That sort of chunk fundraising is what can take all of us at P4P to the next level.

A lot of us, myself included, just put our links up on social media and crossed our fingers. This will bring in money of course, but to really up your fundraising, you've got to break off some big chunks. Think about the restaurants and bars you frequent. Approach a business owner you know about a sponsorship. You'll have to put yourself out there a little more, it's true. And it's initially awkward to ask for someone's help in that way. But the rewards are worth it.

Let's all go out and break off some big chunk fundraising on the way to \$1 million raised by P4P. If you have any great fundraising ideas, please let us know so we can share with the group and duplicate your success. Good luck!

-Ryan Dreibelbis, P4P Committee Member