Leading Powerful Fundraising Teams – Part 2
Formulas of Successful Team Captains
Ron Swan, Tracey Seabolt, Trish McFadden, Lisa McDonald & Anna Martin
Workshop Objectives

• Learn how to host unique fundraising events to boost your team’s fundraising
• Understand how to enlist your employer to garner additional team fundraising support at your company or other organization
• Discuss creative fundraising ideas and determine how to implement them with your team
• Learn how to most effectively leverage tools and resources to raise funds both individually and for your team
• Learn how to take your high performing team further, faster!
Our Presenters

• Ron Swan
  – Team Noble Drilling
    • BP MS150 – Houston, TX
• Tracey Seabolt
  – MS Busters
    • Walk MS: Annapolis – Annapolis, MD
• Trish McFadden
  – Team Raising Caine
    • Bike MS: City to Shore, Cherry Hill, NJ
• Lisa McDonald & Anna Martin
  – Anna Banana Bunch
    • Walk MS: Bend – Bend, OR
Noble 2014

- Noble Riders: 33 Riders
- Total Raised: $67k
- Donations: $16k
- Noble $ for $ match: $67k

- Total: $150k
- Target for 2015: $250k
## Team Noble 2015

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Gifts</th>
<th>$</th>
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<tbody>
<tr>
<td>Team Noble Riders</td>
<td>52</td>
<td>568</td>
<td>$81k</td>
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<tr>
<td>Team Noble Virtual Rigs</td>
<td>14</td>
<td>277</td>
<td>$47k</td>
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<tr>
<td>Riders Raised</td>
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<tr>
<td>Virtual Riders Raised</td>
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<tr>
<td>Donations</td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
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<td><strong>$153k</strong></td>
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<tr>
<td>Noble $ for $ match</td>
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<td></td>
<td><strong>$153k</strong></td>
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<tr>
<td><strong>Total</strong></td>
<td></td>
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<td><strong>$306k</strong></td>
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<tr>
<td><strong>Top 7th fund raiser</strong></td>
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Fund Raising Events 2015

• Innovative
  – Virtual Rigs In GOM 14 Rigs $47K
  – Jeans Days

• Events
  – Bake Sale
  – Party On the Patio
  – Barbeque
  – Raffle
  – Silent Auction
  – Dollar for Dollar matching
  – Profit sharing local restaurants
Fund Raising Events 2016

Goal for 2016 $350k

- Virtual Rigs In GOM 25 Rigs
- Jeans Days Starts in November
- Bake Sale
- Party On the Patio
- Dunking/Pie Contest New in ‘16
- Barbeque
- Raffle
- Silent Auction
- Dollar for Dollar matching
- Profit sharing local restaurants
- Christmas Candy Canes New in ‘16
- Town Square Movie Night New in ‘16
Noble 2016

- Key Factors for Success
  - Strong support from Noble management
  - Engage potential sponsors and donators early
  - Make it a fun event for the team
  - Engage team with shirt and t-shirt designs
  - Find innovative ways to fund raise
  - Don’t give up on your target
Virtual Rig Recognition
Restaurant Events

• Percentage of “coupon” sales or all sales
• Bonus bucks
  – 50/50 Raffle
  – Donation bin
  – Server tips
• Entertainment and special events drive traffic
Employer Support

• Hotel
  – “Casual Fridays” for employees
  – Restaurant event
  – Front desk notice and donation bin
• Salon raffle for products and services
• Online jewelry sale

Workplace fundraising discouraged?
• Wear it on your sleeve (and everywhere else)
Get Creative

- Awareness Week/Month incentives
- Random opportunities
  - Tailgating chili cook-off
  - An inspired spin on house parties
- Beer Run
- Never underestimate the power of social media
MSBusters Goes National!

- Members start teams in:
  - Greensburg, Pennsylvania
  - Scottsbluff, Nebraska
For More Information

• Tracey Seabolt, MSBusters Fundraising Team
• msbustersteam@gmail.com
• http://www.msbusters.net
• https://www.facebook.com/msbusters
Trish McFadden
Captain, Team Raising Caine
MS City to Shore- Greater Delaware Valley Chapter
Philadelphia, PA

Twelve Year Participant
Advisory Board Member
Planning Team Member
<table>
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<tr>
<th>Year</th>
<th>Cyclists</th>
<th>Total</th>
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<td>20</td>
<td>$28,231</td>
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<td>2013</td>
<td>25</td>
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<td>2014</td>
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<tr>
<td>2015</td>
<td>37</td>
<td>$60,527</td>
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<td><strong>4 Year Total</strong></td>
<td><strong>37</strong></td>
<td><strong>$188,777</strong></td>
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Team Involvement with the Chapter

MS City to Shore Planning Team
MS City to Shore Advisory Board
Community Service

MS Chapter Services
Social Service
Walkers
Vehicle Modification
Barrier Free Home Modification

Together we are STRONGER
Fundraising

• Coach Bag Bingo
• Beef n’ Beer
• Ice Cream Shop Socials
• Restaurant Night

Fundraisers

• Quilt Raffle
• Yankee Candle Sales
• Bowling

• Yard Sales
• Minor League Baseball Night
• Pizza night with Mummers
• Painting Night
• Guest Bartending
• Spaghetti Dinner
• Corporate Hot Dog Day
The Online World of Raising Caine
Every Connection Counts

• Team Website
  raisingcaine.org

• Social Media
  Facebook
  Instagram
  Twitter
In Your Own Backyard

Grassroots FUN-Raising

Anna Banana Bunch
Lisa McDonald & Anna Martin
Creating a Team Name

• Pick a team name that STICKS, then run with it
Who Do You Know?

• Family, friends, friends of friends, neighbors, church, co-workers: Get personal!

• Ask and you shall receive – well in advance!

• Attendance, gifts, homemade art, trips, baking, posters.
  – Use their talents!

• Involve the kids’
  – They are a force that’s hard to ignore!
Mind Your Manners!

• Always remember to say PLEASE!
  – People do want to be asked, but they don’t always know how to offer.
Save the Date

- Build excitement in advance
- Real letters sent when possible, or email when appropriate.
- Personal touch goes a long way
- Set up and maintain MS Walk website
- Explain MS as it touches you – make it personal!
- Approach possible local sponsors that know you (t-shirts, prizes, donations)
Set Reachable Goals (that always go up)

- Keep your team informed
  - Communication is key to commitment
- Line up your day-of helpers
Plan a FUN Casual After Party

- Hospitality, hugs, humor
- FOOD, drink, music, more FOOD
- Raffle and Auction
  - Don’t worry, it’s way easier than it sounds!
Be Present for the Whole Day

• MS Walk first
  – Be there to greet everyone, take group pictures, be happy.

• After party next
  – Create a casual intimate setting makes the treasure flow
Mind Your Manners

• Newsletters and Thank You’s
  – Share the successes of the group with everyone

• Acknowledge Individuals
  – Be sure to recognize the rock stars so they continue to come back each year

Further questions or just want to chat?
Contact Lisa at www.lisamcd56@gmail.com
Q&A

Questions for any of our presenters?
Your Feedback is Important - Please Complete a Survey!

Next up: General Session & Lunch
Texas Ballroom