



Fundraising and Advocacy Strategies:

This section provides of a list of suggested fundraising strategies that have been successful in the past. There are many possible ways to raise awareness and financial support and this list is not intended to limit those possibilities. It is up to you and your team to decide which strategies will work best in your community but we hope that these ideas will make your fundraising experience easier and more enjoyable.

Publicity: The media is a very useful tool in fundraising. Raising awareness about this cause and your particular efforts can significantly increase the support you receive. Contact your local newspapers and school newspapers, if you are a student.

Goals for Goals: This was the main fundraising initiative that the Yale Hockey team used in 2007. Invite friends, family and fans to make a pledge for each goal your team scores during your season. Before the season begins, send a letter or an email with a form soliciting pledges. This provides an exciting way for fans to follow and support the team's success throughout the season. At the end of the season, notify these supporters of the total amount that they have pledged and collect their dues.

Swim-a-thon: In 2007, the Yale Women's Swim team hosted a swim-a-thon and raised \$2000 to support women in Hamburg, South Africa.

Marathon: In October 2007, Meg Gill made her debut Marathon performance, running 26.2 miles in the LaSalle Bank Chicago Marathon in honor and support of homeless young women in Accra, Ghana.

Informational Booths: Informational booths are an easy way to raise awareness on campuses or in communities. These booths can be set up at a variety of events and venues. Contact Teaming Up for additional materials that can be used to make display posters with facts, images and descriptions of safe motherhood and this project.

Partner with other organizations: Reach out to other organizations that may be interested in this cause. Identify ways to raise awareness together or plan a joint fundraising event. Host an evening gala, an art fair or a benefit concert.

Raffle: Collect items from family and friends and local businesses to be raffled off at a particular event.

Bake Sale: Organize small events to raise awareness and collection donations.

Car Wash: Organize a car wash.

Mother's Day Cards: A set of blank greeting cards has been designed with various images from previously completed UbuMama projects. Contact Teaming Up to organize an event to sell these cards.