



# Fundraising Tips Tricks

We're grateful to everyone who chooses to raise funds to help LymeBrave Foundation support the Lyme disease community. Your hard work will pay off and help us meet our mission of providing support services to patients and caregivers while bringing much-needed Lyme awareness and education to communities. Let us help you! Keep in touch with your fundraising plans so we can post the event on our website and share it across our social media channels.

Email: [info@lymebravefoundation.org](mailto:info@lymebravefoundation.org)

Fundraising can be a daunting task, but there a number of ways you can stay organized and have fun while raising money for a worthy cause! Check out LymeBrave's Fundraising Tips & Tricks below.

## Name the time and place

Pick a date, time, and location that will be convenient for maximum impact. Make sure your selected date, time, and venue don't interfere with any other activity or event. Be sure to leave yourself plenty of time to organize with some added buffer days for those just-in-case snafus. Select an appropriate location or venue according to your guest estimate and ensure that you have all the proper permits and licensing necessary for your event.

## Evaluate costs

Keep in mind that the goal is to raise funds. Set a sensible budget and list all expected costs associated with your event. Estimate the amount of proceeds from all angles (ticket sales, sponsorships, etc). Look for viable solutions to keep costs down, including asking friends to volunteer, asking companies to sponsor your event, or asking local businesses to donate gifts-in-kind for raffles, auctions, and prizes. Remember: people can't say yes or no unless you ask, and their answers may surprise you!

## Stay organized

Organization is key to hosting a successful fundraising event. Before the big day, review the logistics:

- How many volunteers do you have? Is it enough?
- Did you obtain the appropriate permits and licensing for your venue?
- Are any special accommodations needed?
- What equipment or supplies do you have and what do you still need?
- What will you do in case of inclement weather or emergencies?
- What is your timeline for the day of the event?
- What is your breakdown plan for after the event?



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## Spread the word

Get out there and tell the world your event is set!

- Send out a press release to announce your event and contact the press directly (newspapers, radio stations, cable television networks) for further promotional opportunities. Be sure to include LymeBrave Foundation's mission and/or your personal Lyme disease story when telling them about your fundraising event.
- Use social media to your advantage! Ask your friends and family to share your event and include regular updates to maintain interest. Offer special promotions, sneak peeks, share photos, or encourage continued donations through social media leading up to the big day.
- There's a lot to be said for being a part of a community. Encourage support and garner additional attention by posting flyers on community boards and with local businesses. (Tip: Download our blank flyer template!).

## Get ready, get set...

The big day is here! Make sure you're ready according to the following checklist:

- Volunteers are briefed
- Equipment is working and supplies are set up
- Information table with LymeBrave Foundation informational material is available
- Your beginning-of-event speech is ready (let people know your personal connection to Lyme disease to encourage donations or inspire their own event)
- Your end-of-event speech is ready (express gratitude to all those who have made your event a success, including donors, sponsors, volunteers, venue, and other guests)

## Conclusion

After the event, make sure the venue is restored to its original settings and return any equipment and supplies necessary. Count the money raised and send to LymeBrave Foundation via check or electronic transfer. Please don't send cash via mail. Please remember to include your name, the total amount, and the name of your fundraising event. Feel free to send us pictures of your event so we can help celebrate your success!

**Thank you for helping us help Lyme patients!  
Stay strong. Be brave.**