



HAVE FUN FUNDRAISING - YOU CAN DO IT!

Everyone can have fun fundraising! Invite your family, friends, co-workers and neighbors to join you in supporting this important cause. It is as simple as taking 5 minutes to email a fundraising page link to all of your contacts or hosting a bake sale at your office. Whether you are shy or the life of the party, there are fun strategies for everyone to take part in so you can meet your fundraising goals. Think of all the ways you have connected to people in your life: College classmates, student clubs, etc... The ways to raise money are only limited by your imagination. Use this as an opportunity to be creative, to meet new friends or connect with old ones, experiment with contests and events, or to build stronger relationships with local businesses, co-workers and neighbors. **You can do it and you'll have fun too!**

Many Solarthon participants are surprised at how easy raising funds really is. Just pick a few of the provided strategies that sound like a good match for you and give them a try. GRID Alternatives staff will be available to answer questions and host fundraising workshops to help keep you inspired during your fundraising activities. Join us this year for this solar challenge and become an individual fundraiser for Solarthon 2011!

SOLARTHON SUCCESS STORIES:

1. **Lee**

Lee used his Firstgiving fundraising webpage to reach out to old friends. He was not very confident about fundraising, but really wanted to be part of the Solarthon event. He said that he hadn't sent out a lot of email solicitations over the years, so decided to send a fundraising email with a link to his fundraising page to every contact in his email address list. He used a posted photo of himself with his family on his profile page. He received positive comments and donations from current contacts, as well as people that he has not been in touch with for many years. He raised \$1900 from his Firstgiving page alone. Great work, Lee!

2. **Dana**

Dana was a young woman working in retail when she joined the Solarthon effort. She was not confident with the Firstgiving.com process or online donations. She wrote on her application, "I am not employed full-time, so I may not be able to raise all the money". We called her and assured her that she could raise the money and provided some cheerleading and coaching. She felt that the pledge sheet would be the most helpful tool for her efforts. She posted pledge sheets at her workplace and discovered that co-workers she barely knew donated to her campaign simply because they were proud of her efforts and of the cause. The largest single donation she received was \$30 dollars, but she raised nearly \$400. Way to go, Dana!

3. **Ric**

Ric joined the GRID Solarthon because he was in construction and wanted to gain more solar installation skills. He was having difficulty getting on one of our installations because of our volunteer waitlist. He saw Solarthon as an opportunity to increase his exposure to the solar community and as a means to promote his current skills by networking at the event. He felt very strongly that he would not be able to gain pledges from his friends and co-workers due to rough economic times, however he had the idea to ask his dentist to sponsor him. His dentist wrote a check for the entire individual fundraising goal. A case for going for your annual check-up!

4. **Carl**

Carl took the approach of asking everyone for the same amount of money using his Firstgiving page. He asked everyone for \$8 dollars only, no more-no less. He thought that asking as many people as possible for a small amount would help his effort. He was right, and ended up raising nearly \$500 dollars during his campaign. Congratulations, Carl!