



Fundraising Tips

“In Lieu of Gifts:” Make it the gift that keeps on giving by asking guests to make a donation to the Muddy Puddles project in place of a gift.

Seek donations from local businesses: Local businesses are usually happy to help local causes with donations of goods, services and cash. You can use these gifts for a split the pot or raffle drawing at your Muddy Puddles event. Please feel free to share the Tax Exempt ID (45 – 1858390) with your vendors.

Split the Pot: Event attendees can purchase raffle tickets. If they have the winning ticket, they get 50% of the funds raised at your event. Consider selling one ticket for \$2; three tickets for \$5 or ten for \$10.

Raffle: Use some of those great donations from local businesses in a raffle. Consider selling tickets for \$10; two for \$15 and three for \$20 (or in incremental amounts depending on the retail value of items).

Silent Auction: Consider auctioning donations from local businesses. Place donated items on display and include a bid sheet by each one. Set a minimum bid (typically 30% of retail value) and let the bidding begin! If your event is with family or close friends, you could also consider a silent auction of “gifts” from your family – for example, the family baker could auction her famous pie, or the family gardener could offer their services to plant flowers in your lawn. Be creative!

Car Wash: Since you’ll already be dirty and soaking wet from jumping in the mud, why not get clean and clean cars in the process! Set up a car wash at the event to help raise money in the fight against childhood cancer.

Create your own fundraising page The Ty Louis Campbell Foundation has fundraising websites on both firstgiving.com and crowdrise.com. Please email thetlcfoundation@gmail.com for more information on how to set this up.

Raise awareness: Promote your event on your social media page and in the local media. Be sure to include a link to www.superty.org to share the story behind it all.

Purchase SuperTy gear to wear at the event: Check out the SuperTy Store. You can also include a link to the store in your invitation so your guests can purchase their own gear in advance.

Seek event sponsorships from local businesses: If you’re holding a community-wide event, consider seeking sponsorships or donations (i.e. food, raffle/auction items, etc.) from local businesses. Sponsorships can help offset costs and maximize fund raising efforts for the event. Following are a few examples of sponsorship levels:

- \$500 sponsor includes a mention of the sponsor in the press materials, on social media & recognized at the event.
- \$1,000 sponsor includes everything mentioned in package one and the sponsor’s logo on event signage and all promotional materials such as posters or flyers.