



9th Annual Obscure Company Sit-A-Thon

How to Raise \$250 (or More!)

Congratulations on deciding to join us for the Obscure Company Sit-A-Thon to benefit Camp Hope. Raising money for a great cause is extremely rewarding, and by sitting you are directly helping Camp Hope maximize the experience of the children who attend. Unfortunately many people have a hard time getting started asking for pledges and donations from their friends and family, so below are ten steps to get you started.

- 1) Use the sponsor sheets enclosed in your welcome packet, or download one from the 'Sitting' page at sitathon.obscurecompany.com.
- 2) Familiarize yourself with Camp Hope, The Obscure Company and the Sit-A-Thon so you can be informed if people have questions.
- 3) Write down a donation from yourself on the sponsor sheet before you begin asking others for donations.
- 4) If you know someone who is likely to be a particularly generous sponsor, ask them to fill in their donation on the sponsor sheet next. Donors are more likely to give a little extra if they see other larger donations.
- 5) Carry the sponsor sheet with you at all times. Mention the Sit-A-Thon to your friends, family and coworkers. Ask them if they would be interested in sitting, and if not, if they would be willing to sponsor you.
- 6) Leave a sponsor sheet in a public area at work, with a note describing why you are asking for donations.
- 7) Send an e-mail or letter to all your contacts. Use a template provided in the Sitter Toolkit on our website, or write your own. Direct them to the website, either to donate directly online or to enter an online pledge. Send more personalized notes to individuals you might expect to be particularly generous.
- 8) Start as early as possible, and keep track of who you've contacted, and who has responded. Follow up with people from whom you have not gotten a response.
- 9) Check if the company where you work has a matching program for charitable donations.
- 10) Use your social networking accounts (Facebook, LinkedIn, etc.) to your advantage. Write a note, put it in your status updates... make sure everyone is aware of what you are doing.

Give these suggestions a try, and you'll be surprised how generous your friends and family will be! For even more ideas, and to take your fundraising to the next level, check out the Extra Fundraising Ideas section of the Toolkit.