

10 IDEAS TO RAISE FUNDS TO SUPPORT YOUR LOCAL NLAAD EVENTS

- Organize a raffle for a hot item, i.e., an iPod or a laptop, 2 to 3 months prior to October 15th. The best thing to do is to get the item donated so that you can focus on raising 100% of the funds for your NLAAD event(s). Make sure to choose the winner on October 15th or at an event dedicated to NLAAD. You can make the raffle ticket \$ 5 per ticket or five tickets for \$20, etc. Make sure to give credit in your promotional materials to the local business that donated your raffle item(s).
- Ask people to organize a house party and request donations. For example, 20 people for \$20 each will help you to raise \$400!
- Ask your local parish or congregation for a second collection between September 15th and October 15th. You may need to ask your Priest or Pastor two or more months in advance.
- Ask 30 local businesses to become a “star of awareness” by donating \$100 each to your local events.
- Write 20 letters to friends and supporters asking them to support the local NLAAD committee. Make sure the recipient agency has a Non-for-Profit 501(c)(3) status.
- Request a meeting with your local pharmaceutical representative to provide \$1000 - \$5000 in support of your local testing activities.
- Send a simple yet detailed three page proposal to your local community foundation.
- Send a letter requesting \$1000 to your local chamber of commerce to support the community mobilization efforts against HIV/AIDS.
- Meet two to three months in advance with your local elected official or write a letter requesting \$5000 to support a community social marketing initiative.
- Develop a small journal and sale ads three months in advance.

BE CREATIVE, BE SPECIFIC, AND MORE IMPORTANTLY BE PERSISTENT!!!!