



The  
**Ehlers  
Danlos**  
Society™

Tips for Fundraising



## TOP TIPS FOR RAISING FUNDS AND AWARENESS!

It can be hard to think up great ideas for raising funds and awareness for a cause or charity close to your heart. We are so grateful that you have chosen The Ehlers Danlos Society and want to try to help by giving you some tips and advice.

Here are a range of great, tried, and tested ideas that work. If you have more, do let us know. You can download leaflets about the Ehlers-Danlos syndromes and the work we are doing from our website for free.

## ORGANIZE IT!

- **STALLS:** Check the local papers, schools, or community boards for somewhere you can set up a table. Hold a raffle, guess the number of jellybeans (or anything) in the jar, sell donated items, or just give out our flyers.
- **SPONSOR EVENTS:** Sponsor sports events such as a 5K race, a bicycle tour, or a swimathon – get involved in a local sports club and coordinate through the club. Or ask people who enter events to be sponsored with the proceeds going to The Ehlers-Danlos Society. Alternatively, sponsor a film festival at a local theater.
- **ORGANIZE ACTIVITIES:** Organize an informational walking tour such as an interesting historical or local site. Make it as accessible as possible too! Or perhaps



ask local school children to sponsor a car wash or old clothes drive (depending on the school, students may be able to get extra credit for volunteering). Other ideas include hosting a fashion show for people or pets with an entrance fee, or a face-painting booth.

## RAISE IT!

- **DONATION PAGE:** Set up a donation webpage (add pictures) on a site like [firstgiving.com](http://firstgiving.com) or [donateforgood.com](http://donateforgood.com) (US) or [justgiving.org](http://justgiving.org) in the UK. There will be similar sites wherever you are based. If you're not sure, get in touch and we can help.
- **BUCKET LIST:** Ask for donations in a bucket at your local supermarket (permits are often needed, please enquire at chosen location). Some even have a charity of the month, so get in early and apply. Of course, you must make arrangements with the management prior to your fundraising, and some managers may be able to match donations that you raise. Try to link it to EDS Awareness Month in May, or a local holiday day. Find a school, store or business in your area that will allow you to place fundraising jars in areas of heavy traffic such as at the till or in reception.
- **BE SOCIAL:** Ask your friends on social media for a donation. A local religious group or social club might a source for donations.
- **HAIR SALON.** Ask your barber or hairstylist to donate a small cash amount from every haircut they complete over one weekend, or set up a tip jar for The Ehlers-Danlos Society.

- **TIP/DONATION JARS.** Set up buckets at local restaurants and stores with The Ehlers-Danlos Society logo. A picture is also often helpful. Check in with them weekly.

## SELL IT!

- **SELL IT:** Hold a bake sale, garage sale or even a fun baking contest with small entry fee. You can then raffle off the goodies afterwards for even more proceeds!
- **AUCTION:** Hold a silent auction. Use your contacts to gather donated items from local businesses – vouchers for dinner, wine gifts, experience day gifts, spa discounts, etc. Ask individuals or approach local sports teams, celebrities, or local artists you may know to donate any items they can.
- **SPONSOR A RAFFLE:** Ask for donations of goodies and unwanted unused gifts and hold a raffle. This can be done as part of another event or even a family and friends gathering.
- **50-50:** Do a 50-50 pool at work or at any organization with which you are involved. Everyone puts in the same amount of money from small to large (set expectations appropriate to where you're holding the pool); one person wins 50% of the pot, the rest is donated.





- **SNACK BASKET:** Set up a snack basket at work where people put in money on an honor system and get their snacks; purchase at bulk price from a wholesaler or discount store and sell at higher prices.
- **COMMUNITY HELP:** Depending on where you live and the time of year, you could raise money by offering a local service such as dog walking or dog sitting, snow shoveling, raking leaves, mow lawns, water plants, lemonade selling on a hot day, a community face-painting booth.
- **WEAR IT:** Design some zebra ribbons and sell them to your neighbours, colleagues or friends at school.

## **BE A PATIENT ADVOCATE!**

- **SPREAD THE WORD:** What do you know about EDS? Could you hold an expert talk or invite your specialist to do so and sell tickets? You can contact The Ehlers-Danlos Society for help arranging speakers if you have a free venue in mind.
- **TELL YOUR STORY:** Send emails to friends and family with your story and a link to where they can donate. You could also send your story to your local paper, TV, or radio station with information about how you've found local support or facilities (or lack of them).
- **SHOW IT:** Ask your local hospital if you can have a stand in their foyer and collect donations. Ask us for leaflets and speak to us about other awareness information packs to have on the stand. Decorate it with a large zebra print cloth or scarf. Try to have vertical pin-board stands or ask the venue if they have one you could borrow.

## **FOOD & DRINK!**

- **CHEESE & WINE:** Host a wine and cheese tasting event. Have everyone pay a cover charge to come and sip different wines and cheeses.
- **HAPPY HOUR:** Ask a local bar to charge a cover on a particular night and have the proceeds go to you—or offer a percentage of their total sales to The Ehlers-Danlos Society.

## **WORK IT!**

- **CORPORATE MATCHING:** Many firms will match funds you raise charitably; you can find local or national companies who will do the same. Use all your contacts!
- **BAD TIE DAY:** Charge your colleagues a small amount to come in wearing their loudest tie/christmas jumper/zebra print clothing or even pajamas! Award the winner a percentage of the collected funds, or get a prize donated.
- **DRESS DOWN DAY:** If your office is business formal or business casual, arrange to allow co-workers and employees to wear jeans for one day if they donate money to the Society. You can go one step further with larger companies and ask the company if they would match the amount of money collected from employees for jeans day.





## SKILL SELLING!

- **SHARE YOUR SKILLS:** Do you have a skill you could donate? Raise donations by holding a social session or two teaching online skills to seniors, teaching knitting or crochet, having a story-telling session at the Library while parents browse nearby in peace, or even an English conversational session in your spare time. Donate some or all of the session donations to The Ehlers-Danlos Society. There are lots of adaptations to this theme you could come up with, but be careful if you are including children or sessions such as wood-working, as insurance and perhaps child protection approval would be needed in some parts of the world.

## CREATE IT!

- **WRITE IT:** There are now many print-on-demand services such as CreateSpace and Lulu or photo printers where you could create a recipe book. Some have online assembly templates to help you make it look really good. You might also find a local printer who can help at a good price. Collect recipes using a theme such as desserts, main meals, local cuisine, or even Grandma's favorites to make the book; sell them in local stores, churches, social clubs, and online. There is usually little to no set-up cost and you only order what you can sell at a discount price.
- **DESIGN IT:** There are lots of design and print greeting card services, or use your creative talents to make your own – maybe even zebra-themed – for any and all occasions. You can create all



sorts of items related to Ehlers-Danlos to sell at events (zebra pattern or slogans on anything, for example). Donate the items to fundraising events or offer to sell them on a stall with the funds going to The Ehlers Danlos Society. This can be an “in-kind” contribution of your own and may be tax-deductible in some places.

## **MOVE IT!**

- **HOST A TOURNAMENT:** Stage an activity competition such as a Zumba dance marathon or a sports tournament for football, baseball, cricket, or another local favorite. Find a free field and host an all-day event.
- **GOLF:** For less active people, try a golf tournament, or a mini-golf tournament for youngsters.

## **BIG NIGHT OUT!**

- **HOST AN ACTIVITY NIGHT:** Hold a fun evening event with a competitive edge. Some ideas include darts, bingo, snooker/pool tournament, a karaoke contest, or dance tournament. Charge entry and if at a local pub or bar, negotiate with the management for a donation from the extra proceeds from the bar income your event brings in.
- **MOVIE NIGHT:** Recreate an evening of vintage cinema by showing classic films and musicals and charge an entrance fee. For a younger audience, a favorite box set marathon.
- **PAMPERED EVENING:** Host a gathering with a presentation from a Pampered Chef, Avon, Virgin, or other party company. Gather your friends and acquaintances

who you think would be interested, and take a portion of the product sales as well as have a fun evening!

- **HOST AN AWARDS EVENING:** No, this isn't what it sounds! You could have friends round to a Superbowl or other sports finals party. Instead of the usual betting squares, sell betting squares such that 50% of the money goes into the pot and the other 50% goes towards your fundraising goal. If sports isn't your thing, how about a Golden Globes & Oscar party?

There are so many different events and activities you can try your hand at to have fun and raise money to help us help everyone with the Ehlers-Danlos syndromes. Remember before any event to ensure you have any permissions, insurances, or licenses needed. Appoint someone as treasurer to collect the funds raised and ensure they all get to the charity.

**Thank you so much for  
your support and help.**

**Together we can dazzle!**



The  
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