

FUNDRAISING TIPS TO REACH YOUR GOAL!

A

Ask & Advertise

Send an e-mail blast (see sample letter) to your family, faculty, and friends, explaining why you support the AOTF St. Catherine Challenge. Share the importance of research for the OT profession. Ask them to donate at www.aotf.org, and start early!

O

OT Week at your school - Plan a Kick-Off!

Plan a week of fundraising activities at your school surrounding OT awareness. Sample fundraising events for each day are game nights, silent auctions, dress-down for a cause, bowling events, kickball tournaments, Pie a Professor, pot-luck events, bake sales, and more!

T

Target the Community!

Ask your yoga instructor, photographer, or language instructor to donate a lesson for a cause! Do research on which local restaurants donate a portion of proceeds from their sales (Chipotle, Menchie's, Chili's and Applebee's are great places to start). Ask your favorite restaurant or regular coffee shop to set-up a jar.

F

Faculty & Alumni Engagement

Plan a lecture series or panel presentation with invited OT alumni and faculty. Charge an entrance fee, and increase attendance by encouraging participation by other healthcare programs at your school!