

Tips from a fundraiser: Selling mile markers



One of the quickest ways to increase your fundraising total is selling mile marker signs to local companies. Low-cost advertising and supporting a good cause make it an easy decision for most companies.

Kim Roberts, captain of Pathfinders at Tyler State Park, raised more than 75% of her individual total by selling mile markers. She thought it would be the best way to raise funds after all her friends and family members joined her team. "I couldn't count on them to make donations to me after they joined, so I had to come up with something else. The mile markers seemed like the obvious choice," she said.

Kim's tips for selling mile markers:

1. Start by asking your employer, and tell your boss why it's important to you.
2. Meet in person with managers at companies you visit frequently. Take a form and a Walk brochure in with you to show them what it's all about.
3. Point out all the ways buying a sign will benefit the company.
4. Mention all the reasons the company should support you in particular. For example, you shop there three times per week or more.
5. Follow up with the companies after your first meeting.

6. If someone doesn't want to buy a mile marker, ask for a smaller donation. One company turned Kim down for a mile marker, but she still left with a donation check.
7. Give the company an incentive. Kim offered to put the names and towns of every company that bought a mile marker on the back of her team's T-shirts. This especially works well for bigger teams.
8. Make a list of companies near your Walk site that may benefit from advertising at Walk MS (rehab facilities, medical equipment dealers, etc.) and mail them each a form and a letter. Fill out the bottom half of the form before you stuff it in the envelope to make it as easy as possible for the company.