

ILLUMINATE FOR INCLUSION

TIPS FOR TEAMS

The most successful fundraisers use a combination of the channels below. You can feel proud of the work you're doing by reminding all your supporters that **EVERY DOLLAR** the Central Florida Dreamplex receives is spent on programs for those with disabilities and special needs.

- 1. Online**
Create your team at www.cfldreamplex.com/illuminate-2020
- 2. Social Media**
Reach out to your Facebook friends, Twitter and Instagram followers for support and for help spreading the word. Another smart strategy: Thank donors by tagging them publicly on social media. It's the right thing to do, and a great reminder to those who haven't donated yet.
- 3. In Person**
Not everyone reads e-mail. You may have more success asking for donations from local merchants and service providers in person. Get the children involved – most people are happy to donate to kids. **TIP: Children can wear the Central Florida Dreamplex uniform, jersey, or shirt while visiting with potential donors!**
- 4. Letters**
A letter shows you've made an effort and also serves as a physical reminder. Ask for a check donation when reaching out to people who may not be comfortable making an online donation.
- 5. Supporters**
Be sure to include your dry cleaner, dentist, hair cutter, and auto mechanic, too. These service providers are often glad to support a great cause and help your team achieve its fundraising goal. Think of all the people you do business with and ask them to support your team.
- 6. Pictures**
People are often more inclined to give when they can see what their donation is going toward. Whenever possible, include photos of your child participating in the sports and activities they enjoy at the Central Florida Dreamplex. Post them on your social media, print them out and send with your letters and thank you notes, attach them to e-mails!