

HIKE Fundraising Talking Points

Our motto is “Kids Helping Kids” and that makes us unique. Many of us have raised funds for HIKE and presented them to a girl who later joined Job’s Daughters. We have seen firsthand how the money we raise can change someone’s life. There are thousands of other charities and we are grateful you chose HIKE to support. Just imagine what it would be like if you could not hear the laughter of your friends, your favorite song on your iPod or the bark of your pet dog. When YOU raise more money for HIKE, we can provide more devices & equipment to those who need it.

In order to raise more funds than you normally have, you need to look at raising funds in a different way than you normally have. If you have had a Bowl a Thon in the past and the daughters in your Bethel each get a \$10 pledge from their parents you will only ever raise \$100 for every 10 daughters who participate. There are bigger and better ways to raise money, and it can be FUN, after all it is called FUNdraising! If you still want to have a Bowl a Thon then make it bigger! Invite area Bethels, Rainbow Assemblies, DeMolay Chapters, Masons, Eastern Star and other Masonic bodies to participate. Partner up with a local Audiologist office or hearing equipment company. Many schools & universities teach sign language as a foreign language, partner up with those clubs at the schools and get their members to participate. These people already have an interest in the deaf community and you can bring them together to raise even more money. Every event you host you are exposing Job’s Daughters to a larger audience so make sure that everything is handled professionally and you make the best first impression. Job’s Daughters is a safe environment where our members can learn & grow, but when you invite the public to participate you may need to have additional council support to ensure the event is a success.

Every fundraising program has components where daughters of different ages can get involved. Jobies to Bee can help decorate, older members can design the flyers and promotional materials, Council members can collect funds raised and everyone can promote it on Facebook and to their friends. If you have a member who is artistic ask her to design a logo for the event, if you have a member interested in journalism, have her pitch the idea for coverage in the local newspaper. Use the skills and strengths of those in your Bethel while mentoring the younger members on the planning process.

The best way to raise the most amount of money is to secure sponsors for your event. You can start with businesses owned by Masons and also expand into the deaf community with business aimed at assisting people with hearing loss. You can give your sponsors additional recognition

by including their name or company logo on banners, tee shirts or any promotional pieces you create. Depending on the size of the event your sponsorships can sell for \$200-\$3,000 each. Think how quickly you can reach your goal when you are able to secure funds like that!

Instead of having a traditional HIKE in a park with daughters collecting pledges, put some additional effort into the planning process and schedule a sanctioned 5k race. Partner up with a Masonic Motorcycle Club and hold a Ride for HIKE. Schedule your event during popular times of the year-sell fruit baskets at Christmas, Flowers at Valentine's day or Mother's Day, Chili in the fall, Pizza or Sub Sandwiches at Super Bowl time. Let events already on the calendar work for you. If your city already has a large event or festival, get involved. Don't try and recreate a whole new event to attract people to. Go where the event is and tap into their crowds. Sell concessions at large sporting events, sell toys at the Shrine Circus, park cars at the state or county fair, wash cars at a Scottish Rite Reunion. Ask the Masons (or other Masonic body) if they will match the funds your Bethel raised for HIKE and you can double your gift! Many businesses also match gifts donated by their employee's. Check with your council, majority members and parents of daughters if their employers participate in matching gifts. It is the easiest money out there!

The number one reason people donate is because they are asked! It's that simple! If you don't ask the answer will ALWAYS be no. Have every member write a letter about their favorite sound and what HIKE means to them. Have everyone send the letter to 10 people. If 10 members get 10 people to donate \$10 each, you will raise \$1,000!

Remember, Teamwork Makes the Dream Work.

How to Organize a HIKE Event

1. There are no startup monies from the HIKE Board for operational funds for an event.
2. Please notify the HIKE Board President that you are planning an event.
3. Establish a budget.
4. Hold organizational fund raiser for startup and operational monies or seek donations. Donations must be directed to Bethel or Grand Council using their tax ID number. (if the donor is claiming donation on taxes)
5. Hold the Fundraiser.
6. All checks for the HIKE Fund must be made out to "The HIKE Fund Inc."
7. All checks and monies must be quickly given to the event organizer/chair. They must be

sent immediately after the event to The HIKE Fund Inc. Executive Secretary. This allows the donor to claim the donation as tax deductible.

8. Contact the Executive Secretary if you have questions.

9. Send pictures and articles about your event to The HIKE Board Inc. SNE Publication and local newspapers & media outlets in your town.