Fundraising FAQ’s

1. *Why should I consider fundraising?*

It will help reduce your monthly pledge and or eliminate it all together.

1. *How often can I hold a fundraiser?*

As often as you like.

1. *How much should I expect to raise?*

Set a goal that is attainable, especially if this is your first attempt.

1. *I’ve never done fundraising before and not sure of the next step?*

Cleaning For A Reason hosts monthly Teleseminar’s on a variety of topics. You may want to consider registering for Tips on how to conduct a successful fundraiser. If you are unable to participate we can always email the link, which allows you to listen at your convenience.

1. *What are some types of fundraisers I should consider?*

**Restaurant Night** – local restaurants typically donate between 10-15% of sales not including alcohol; you would need to market the event.

**Macy’s Annual Shopping Day** - allows organizations to sell coupons for $5.00 and a percentage of all coupons sold is donated to the designated nonprofit of your choice.

**Local events** – Many communities hold special events and allow businesses to set up a booth, sell items and promote their business. This would also be a great opportunity to promote your affiliation with Cleaning For A Reason.

**Raffle** – get an item donated to raffle, promote on your website, FB page, clients and community. Or connect with your local PTA, ask if they would be willing to hold a raffle to benefit Cleaning For A Reason. Your cleaning company could donate a cleaning.

**Dollar Campaign** – If you do estimates this is a great opportunity to include the brochure, explain your affiliation with Cleaning For A Reason and ask if they would like to add a dollar on to each cleaning.

Canceled cleanings – if a client cancels a cleaning, ask them to donate the cost of that cleaning to Cleaning For A Reason.

1. Once I’ve held my fundraiser, what do I do with the money?

After you have deducted expenses from the proceeds you can send a check to Cleaning For A Reason.

1. What can Cleaning For A Reason do to help?

* Develop a press release about your fundraiser
* Post your fundraiser on social media
* Provide some marketing materials

1. Please feel free to contact us at [info@cleaningforareason.org](mailto:info@cleaningforareason.org) or the Partner Hotline, 877.564.3452 with any additional questions may you have.