



FUNdraising Kit for KIDS

**We are dedicated to making fundraising FUN for people of all ages.
Kids — here are tips just for *you*, to help you reach your fundraising goal!**

Use your Participant Center

- Personalize your web page . Add a picture of yourself and share why you're raising money. If mom or dad has MS, include a picture of the two of you and explain that you're raising money to help find a cure for your mom or dad.
- Send emails to friends and family. You can write your own email messages or use the ones we created for you.

Facebook

Reach out to your Facebook friends (or ask your Mom and Dad to help you reach out to their Facebook friends if you don't use Facebook) . Invite them to join your team; ask them to pledge you. A guide on how to do this is available on our website at walkMSupstateny.org.

Create a change jar

Create your own change jar and drop in your spare change at the end of each day. Spare change adds up quickly! Ask permission to collect change in your classroom. You can make more than one jar and ask your parents to take a jar to work. Request a special change jar sticker from our chapter that explains why you're collecting money. Request the sticker by emailing nyrevents@nmss.org, or by calling 1-800-344-4867 (Press 2).



Use your birthday

Instead of gifts for your birthday, ask friends and family to donate to your fundraising.



Write letters to ask for donations

Write a letter and ask your teacher for permission to send it home with your fellow classmates. The letter can share why you're raising money and a little bit about Walk MS and the National MS Society. You can also write a letter and mail it to friends or family asking for donations. Tell them the story of how you're working to create a world free of MS!

Host a lemonade stand or bake sale

Make lemonade or baked goods and sell them in your neighborhood or at an event.



Other success stories from kids:

Create a video with your siblings or friends that includes you asking for donations. You can make up a song or short skit. Post it on YouTube or your Facebook page and email it to friends and family.

Share your success stories with us! Email us at nyrevents@nmss.org.

Sell National MS Society bracelets

Order National MS Society orange rubber bracelets to sell for donations, or to give to donors as a 'thank you' for their contribution. You can order the bracelets in sizes large and small at the online Society store (www.MSupstateny.org). *This is a fundraising strategy that will require an upfront payment from you.*



Bottles and cans

Collect cans at your house and ask your neighbors to do the same. You can even hold a bottle drive or ask a local restaurant to donate their bottles and cans. The change will add up fast!



Selling candy

Many candy companies have programs where you can buy candy at a discounted rate and sell it. Everyone loves candy! Give it a try. Here is just one example of a company that offers this type of program: SweetWorks.net. *This is a fundraising strategy that will require an upfront payment from you.*



National MS Society Bears and other stuffed animals

It's easy to fundraise with Plushland! Most styles cost less than \$3 each, with a suggested donation sale price of \$5 and up. Reimburse yourself the purchase price and donate the rest to the National MS Society. *This is a fundraising strategy that will require an upfront payment from you.*



Pay it forward with chores

Babysit, mow lawns, shovel snow, pet-sit—you name it—and donate a portion or all of your earnings toward your Walk MS fundraising.



More Helpful Hints:

- Set a goal. Having a goal gives you something to reach for and communicate to your supporters.
- Gather any material you might need and get friends, parents, relatives or teachers to help.
- Tell your story about why you are participating in Walk MS by making up posters, sending letters, emails or text messages to friends and family.
- Set up a checklist. Assign tasks to yourself or friends who are helping.
- Find a safe place to store your donations and be sure to use a pledge sheet to keep track of pledges (you can download one from the Walk MS website at walkMSupstateny.org).
- Make checks payable to "National MS Society" or "NMSS" and send all donations to:
National MS Society Walk MS Headquarters, 1000 Elmwood Avenue, Suite 900, Rochester, NY, 14620.
- Be sure to thank everyone who helped and donated!
- Have an adult (teacher, parent) send a photo of your event to the local newspaper announcing your fundraising.

Tell us about your fundraising! Send an email and photo to nyrevents@nmss.org and let us know if we can feature your story on our website or in our newsletter.

Thank you to our young and mighty fundraisers for helping us create a world free of MS!