

FUND RAISING TIPS FROM CHAMPION FUNDRAISER DAVE HUTCHISON

There are many techniques used to raise money for a worthy charity such as the Shriners Hospital For Children Burn Care program.

First, this is for **CHILDREN**. Second, Shriners Hospital needs our support and whatever can be given is good. I have found success by calling on the professionals in my life that are doing well and can see their way to support us. Talk to your attorney, insurance agent, doctor, dentist, surgeon, builder, plumber, teacher, and anyone who might have a soft spot in their heart for the kids, which is most everyone. I also look toward friends and family to give as well. There is no one way to do this other than to get started NOW.

We run this event like a Walk-A-Thon or Bike-A-Thon and do our best to get all donations up front before the event.

Shriners Hospital is a 501(c)3 organization and the donations are 100% tax deductible. Shriners will provide a written acknowledgement for all gifts.

How to get started:

First step: Take a picture of you and your navigator next to your British car. VERY IMPORTANT.

Second step: Insert picture and "Team Name" into the "Team Flyer" file provided and print a bunch of them to carry with you for the next month or so. You can also email this flyer to potential donors.

Third Step: Talk about the ABRR with EVERYONE you meet and if they have a British Car and encourage them to run with us.

Fourth Step: If they can't run or don't have an LBC ask them to support our 2018 ABRR by making a donation to your team.

Fifth Step: The MOST IMPORTANT STEP. Keep a list people you speak with and FOLLOW UP during the last week before the run. Then the checks will start coming in when you make that follow-up call or send the follow-up email...

How much money you might ask? I usually start with so much per mile: one dollar per mile is where I start then move it quickly down to 50 cents then to a quarter and you will find their comfort level. A penny a mile is \$5.00 and a \$25 donation is 5 cents a mile.

Many people not in our hobby have the opinion that our little cars are unreliable so they think you will not finish.

With the number of LBC technical people registered already and the Ragtops & Roadsters truck and van, you WILL finish even if you have be towed back. We have not yet left anyone behind!

ABOVE ALL..... REMEMBER THE KIDS!!