



10 strategies for Fundraising and Advocacy

1. Be the first to support your fundraising page by making a donation of your own money.
2. Send an email out to family members to make a give of \$20 or more.
3. Send an email to friends or tag them in your social media posts asking them to give \$20.
4. Send an email to your co-workers offering them the opportunity to support you.
5. Ask your employer or one local business to sponsor you for a minimum of \$50.
6. Create a personal fundraising page at: www.gvsu.edu/alumni/signupbr Click "FUNDracer"
7. Post to Facebook and Twitter about your race journey and why you chose to advocate for Grand Valley.
8. Create a blog post about your journey. Post on your personal blog or send it to Grand Valley Alumni Relations and we'll promote it on our social media outlets, so others may read about your personal journey. Contact sloanab@gvsu.edu for more information.
9. Write a card or letter to your friends and family asking them to support you and Grand Valley State University.
10. Recruit others to race with you on a team and establish a racing group within the Laker for a Lifetime Team.