



# RAISE FUNDS TO SPONSOR A WARRIOR

Thank you so much for joining us in helping American Veterans find their missing peace. As you know, Serve the Warrior was created to give American Veterans the opportunity to experience healing modalities they might not otherwise be exposed to in traditional settings. In becoming a SAW Group Leader you will be helping inspire your school, employees, co-workers, fellow students, church, synagogue, or possibly even complete strangers to join in and help American Veterans with PTSD and TBI. You are saying YES to encouraging others to participate, and you are promoting awareness about the challenges that our American Veterans face when they return home from war.



## Let the FUNdraising begin! Here are some easy ways to start...

- Skip your cup of joe to help a GI. Start simple by asking your co-workers or parents to match their \$5 a day iced, venti, non-fat, vanilla latte addiction by skipping one morning and adding to your Sponsor a Warrior fund. Maybe you'll find someone who will do it for a week!
- Organize a good 'ol fashioned bake sale. Get your fellow students, teachers and coaches to participate as well! Ask your friends to bake their most favorite delicious treat so you can sell these fantastic items and raise money to Sponsor a Warrior. You can have multiple sales and encourage more of your friends and classmates to join in each time. By the end of your school year see how many warriors you are able to sponsor!
- This is a new one... a "bakeless" bake sale. What is this may you ask? You are invited to NOT bake. You do NOT have to shop for the ingredients. You do NOT have to mix. You do NOT have to cook. You do NOT have to wash dishes. You do NOT have to deliver the baked product. You can simply write a check for any amount or set a donation minimum of \$10.00 to "Serve the Warrior." Same results with less effort but with a fun twist! Similar to our next suggestion which is the "Don't Come Fundraiser"
- A "Don't Come Fundraising" is a clever way of asking for donations in a novel and humorous manner. So how do you pull this off? With imagination and intent on having fun planning an event that will never take place. This event will never actually happen, but it doesn't mean that you can't have fun pretending it could. You send the invitations to a spectacular event with amazing food by a famous chef, exciting entertainment by a Billboard charting artist, and a glamorous guest of honor. George Clooney? Angelina Jolie? Why not? Sky's the limit since the event won't actually occur. Let your imagination run wild! Why in the world would you do this? Because it's a good way to raise funds and have some fun at the same time. Invite as many people as you want! You can also send press releases to the media outlets in your area. Who knows who may show up to see what is actually NOT going to happen? Okay...so why would anyone buy a ticket to a non-existent fundraising event? Because there are a lot of very busy people who are willing to support a good cause but who can't always attend an event to do so. Purchasing a ticket to a "Don't Come Event" lets them support a worthy cause while not having to worry about juggling their schedule. Plus, they will appreciate your ingenious idea!
- Do you play in a softball league? Do your children play soccer? You can start a "run/goal can." Every time our team scores a goal, pass around the can. Every parent puts in a dollar or loose change for the run/goal. It may seem like a small effort, but as the season lingers on you will be amazed at the results!



- How bout a yard sale? You know what they say...one person's trash is another person's treasure. Yard sales are a great way to make money by selling items that are already in your house. You can also ask friends, neighbors, co-workers, etc. to donate stuff (old furniture, appliances, kitchenware, clothes, coats, toys, books, etc.). Chances are they will be happy to rid themselves of a few items that are just causing clutter.
- Do you have a small business? Or are you a independent contractor? Maybe a nail beautician or hairstylist? Tell your clients that a percentage or dollar amount is being given to Sponsor a Warrior in the name of your business or offer them the opportunity to donate in your businesses name.

These are just a few of the thousands of ways to creatively raise money and inspire your community.

To register as a SAW Group Leader, send an email to [info@servethewarrior.org](mailto:info@servethewarrior.org) and put "SAW Group Leader" in the subject line. You will then be emailed the Sponsor a Warrior Fundraising Kit. Inside the SAW fundraising kit you will find:

- STW Logo that may be used with our permission to help with your fundraising efforts
- Our mission statement so you can familiarize yourself with what we are about and how we intend to help our Warriors
- Our FAQ sheet so when people ask questions, you have answers
- Further details about SAW