

## **Ann's Fundraising Tips**

Upon receipt of her grand prize for fundraising at Women Swimmin' 2007, local internist, Ann Costello, shared "If you want to raise a lot of money, take a photo of yourself in a bathing suit...in the snow!"

Following the incredible success of her fundraising efforts for the first annual Women Swimmin' (in 2004), Dr. Costello submitted the following list of 10 reasons her donors – there were 71 – were so generous:

1. Because they were related to me.
2. Because when someone said, "How are you?" I told them immediately that I was training to swim across the lake and why, and they offered to sponsor me.
3. Because I put up a poster and a letter asking for sponsorship in the waiting room at my office.
4. Because I mailed out personal letters asking for sponsorship.
5. Because I solicited contributions from pharmaceutical reps whose companies matched their contributions.
6. Because I called and reminded people, gently, that they had promised to contribute to the swim.
7. Because when people said they had no check, I offered to take cash on the spot.
8. Because I talked about the swim everywhere, including the dressing room at TJ Maxx, where a woman visiting from Florida wrote me a check simply because she admires the work hospice does in her region.
9. Because Hospicare is a great cause; one patient recalled when Hospicare services were not available for her mother who needed it; many others wanted to help precisely because Hospicare had been there, to take care of someone they loved.
10. Because people realize that someday they could benefit from Hospicare services themselves.