

## **FUN-draising for Lifebox**

To assist in fundraising efforts, listed below are some pearls of wisdom imperative to successful fundraising efforts:

- 1. We do not have because you do not ask.**

The direct approach is the easiest route. Anesthesiology providers can be shockingly generous. Fundraising can be as simple as making a strong case for a cause you believe in, and allowing others to support it. This is the most-high yield approach.

- 2. Giving is good for you.**

Recent research suggests that Givers are the happier and less prone to stress than matchers or takers. So when we ask someone to donate to a good cause we do him or her a favor by offering the opportunity to be a giver.

- 3. Remember your audience.**

Whether its golf, chess, poker, or eating, you know your department better than anyone else, and it is important to tailor an event that will appeal to those most likely to attend. If you are at a university full of singles, then consider a date auction. Should families dominate your program, then perhaps a movie night may be more appropriate. Bake sales are universal. What is important is that a fundraiser is chosen that will have broad popular appeal.

- 4. Use your strength.**

Fundraising does not have to be uncomfortable, so choose a modality that fits your style. If you are a strong public speaker then give a Lifebox lecture. If you are in a band, then throw a concert. Just keep fundraising fun for yourself.

- 5. Set a Goal and don't be shy.**

People respond to endpoints, so set a goal that is lofty but achievable, and also give a time frame. Give frequent reminders to donate disguised as updates on progress, and celebrate when the goal is reached.

- 6. Do it Again.**

Lifebox needs your help. It relies on donations to provide safe anesthesia and surgical services to populations in poverty. So repeat your successes regularly.

## **7. There are no losers in fundraising**

Any amount of funds raised for this cause will be greatly appreciated and will go directly towards the provision of high quality perioperative care for those who need it the most. Plan an event, set a goal, and strive to achieve it. You should be proud of whatever amount you are able to raise, regardless of who wins the competition.

## **8. Time your ask**

Individuals are more likely to make charitable contributions at the end of the holiday season and prior to tax season. Plan the timing your event and request for funds with the consideration of these important seasonal events.

## **9. Team up for success**

Partner with key groups at your institution to raise funds. In particular, engage with medical students interested in anesthesiology and global humanitarian efforts. Groups of medical students, nurses, and other paraprofessional groups can join the effort as well.