



## THE OFFICIAL SPONSOR OF BIRTHDAYS.™

### Over 100 Fundraising Ideas

Now that your letters have gone out, it may be time to get creative and have some FUN with your fundraising. Here are some great ways to bring in those extra \$ and achieve your GOALS!

#### Letter Campaign Ideas

1. E-Mail everyone you know to supplement the paper letters that you mailed out and include your fundraising webpage for fast and secure donating. *NOTE: donations received through your website post in 1-2 days; mailing in donations to our office takes up to 2 weeks to post.*
2. Include your website link to the bottom of every e-mail you send out (through your personal e-mails accounts and through work with your boss' or company's permission). Most e-mail programs have a "signature" feature that will allow you to automatically include the link. Ask your friends and family to do the same.
3. Send a follow-up postcard documenting your training and progress to all your campaign letter recipients.
4. Send a postcard with your picture (preferably from a training day in your jersey) and tell people it's not too late to donate and include your website link and/or make one side of the postcard a donor form for them to simply fill out and return to you with a donation.
5. Go door-to-door or send a letter or flyer to everyone in your neighborhood, whether you know them or not (better yet....go door-to-door in someone else's neighborhood if it feels less embarrassing)! No need to knock, simply stick it on their door! *NOTE: I moved into a new neighborhood and didn't know anyone, I flyered all 260 homes and received about a dozen donations back totaling about \$400. Moreover, I learned that one of my neighbors was battling cancer. See....you never know whose lives you can affect unless you ASK!*
6. Incentivize your donors: Tell everyone that for every \$XX that they donate, they get a chance to win something (like a gift certificate to a restaurant, an ACST hat, your sweaty singlet after the race, or a souvenir from your event destination). People love to get something for their donation!
7. Start a monthly newsletter (send via e-mail or snail mail) on your training progress. Recognize your supporters and include a donor form. Sometimes people will not donate at first because they didn't take it seriously, but when they see that you have, they decide to donate. Ask your friends to pass it around.
8. Make fundraising business cards with your info and link to your fundraising page. It's an easy tool to hand out to people when you are on the go.
9. Carry generic letters/donor forms with you everywhere you go. Keep them in your car, in your office at work, in your drawer, and in your purse. You never know who you might run into that you forgot to mail a letter to originally.
10. Leave a message on your voicemail...include that you are "out training (name the race) for ACS." Record it on your home answering machine, cell phone voicemail and work (with permission of course). Let people know that if they are interested in donating, they should leave a message letting you know how to contact them.
11. Ask your friends to HELP YOU!! Ask your friends and family to send a copy of your letter to their friends and family!
12. Corporate Matching: make your company work for you. Ask them to match donations made by other employees.

13. Friend-Match: Ask your friend who is donating to look into their company's matching gift program.
14. Corporate Sponsorship: identify one, two, three or more corporate sponsors you can ask for a donation – you can get the corporate sponsorship proposal from me. Companies who donate \$250 or more receive special levels of recognition and advertising in exchange for their generous donation.

## Work Fundraising Ideas

1. Spare Change Jar/Box: ask all your co-workers, friends and relatives to put extra change in it. By your suggested deadline, you'll have lots of money. You can decorate it or cover it with inspirational quotes and pictures of those you are doing this in honor or memory of. Leave it on your desk, in your cubicle, the lunch/break room, etc.
2. Display a thermometer at your desk area or in a common area indicating your goals and keep it updated. It provokes questions and support!
3. Sell miles: go to the marathon website and get a map of the route: blow it up and hang in a common area or in your desk area – sell each mile – put the name of the donor on a cut out of a running shoe. It's a great conversation starter and people will want to be included and donate.
4. Sell miles: create each donor a ribbon with the printed number of the mile their donation represents and take them with you on the event. Wear those ribbons (pinned on like a cape on back) on your jersey throughout the race. Or have ribbons also for people to fill out with the name of the loved one they've made a donation in honor or memory of and pin those to your jersey as well! Give them the ribbon with a thank you note after the event.
5. Errand boy / girl: Offer to be your friends and coworkers personal assistant for a day (few hours) in exchange for a \$250 donation or whatever amount you set.
6. Casual Day: Ask your boss if you can host a casual or jeans day. Employees buy a button (or sticker) for \$5.00 and get to wear jeans or dress casual on the assigned day.
7. If you work for a large company, send around a big manila envelope with your letter taped to the one side and a donor form on the other. Send the envelope in a rotation and have people place checks right inside. Or, place a display in the lunch room with a sign and picture and a note about what you are doing) next to a donation bucket and a stack of donor forms.
8. Ask your boss if you can put in some overtime. Make mental note that the money earned for those hours goes towards your goal. Ask your co-workers to work OT and give the \$\$ to you as a donation.
9. Share your story. The more you talk about your upcoming adventure, the more people will share in the excitement and want to pledge to you.
10. Matching Gifts: If your company offers gift matching, ask your co-workers to file a match request through the company. Do this early on because matching gift processing can take weeks/months. Every company has different policies and may only process/approve match requests on a monthly, quarterly, bi-annual or annual basis.
11. Sell candy bars, drinks or bottled waters from your cubicle or in the break room. If you do not have vending machines, ask your boss if you can organize this in the break room, leave a box/jar for dropping money in on an honor system. TIP: bottle waters are the cheapest to buy and EASIEST/MOST POPULAR selling item. Reimburse yourself from cash proceeds for the cost of the goodies and the rest goes to your fundraising account.
12. Chocolate for a Cure fundraiser – Buy boxes of chocolate bars from Sam's Club, Costco or any online site candy and sell for \$3-\$4 a bar, the net proceeds go to your fundraising account.
13. Brown Bag/Gourmet Lunch Fundraiser – Are you a foodie? Or know someone who is? Create a brown bag menu and sell lunches for a period of time at the office. Recruit your friends and families help prepare meals on this one. Decorate the cute brown bags with an ACS logo and write the "donors" name on the bag with a thank you note. Keep it simple if you like, by offering a sandwich, cookie, fruit, chips or veggies and a beverage. Sell each lunch for say \$10-20/each and reimburse yourself from the cash proceeds and the rest goes towards your fundraising account.
14. Office Competition - Does your office have a competitive spirit? If so, challenge another office or department to a duel of the donation jars. Provide each "team" with a large donation jar. The team

that raises the most funds wins lunch (subs, pizzas, and salad). Or do a cubicle/department decorating contest, particularly great during the holidays!

15. Office Donuts/Bagels/Pastries - Buy a box of DONUTS/BAGELS on the way to work and sell them at the office for \$1-2 each. Or Krispy Kreme and coffee for a fixed price.

## **Food/Restaurant Related Fundraisers**

1. Restaurant Programs: We know many restaurants will donate a percentage of their profits for a particular night to your fundraising account. You can send out flyers to family, friends, co-workers, flyer communities and get everyone to eat out that night to support your efforts. Ask for the owner or manager to setup and speak with your Campaign Manager so you can get a copy of our IRS non-profit status verification, a 501c3 letter (the restaurant will want our tax id number). Restaurants will generally donate anywhere from 10%-25% of the proceeds. Here is a list of a few restaurants that have been known to do this:
  - **Ruby's Diner**
  - **Baja Fresh**
  - **Applebee's**
  - **Chipotle's**
  - **Quiznos**
  - **D'Amores Italian**
  - **Buca Di Beppo Italian**
  - **Pies – Marie Callender's**
  - **BJ's Restaurant & Brewery**
  - **Jamba Juice**
2. Bake Sale – make your world famous (or grandma) cookies, brownies, pies or whatever and sell them. Have pre-order forms and ask people to pay up front to cover buying your ingredients. Or better yet, get the bake sale goodies donated from a friend who bakes, a bakery, store, restaurant, etc!
3. Change jar at local restaurant: ask you favorite restaurant to put out a jar for donations of spare change.
4. Waiters: Ask the waiter & waitresses in your favorite restaurant if they will donate one day's tips. Or, if you work at a restaurant, ask your colleagues to donate a "Pledge Jar."
5. Know someone who manages or OWN's a restaurant? Ask them to donate the food and host a party, selling the tickets in advance. Have a bar option available and the "house" gets all the proceeds from the bar. Host a silent auction and get items donated from local businesses (this is easy to accomplish, just takes a lil' time to gather).
6. You know a bartender? Ask him/her to put a sign up one night that says all tips are donated to ACS as his/her donation to you.

## **Themed Party and/or Dinner Fundraisers**

1. Wine/Cheese Party – solicit donations from the local deli, liquor store, grocery, and winery or dessert shops. Charge \$10-25 per person and then sell raffle tickets for extra bottles of wine, etc. or have a silent auction (gather prizes from local businesses).
2. Theme Dinner: Hold a theme dinner for 10 or more of your friends for a donation of \$50 a head. Spend no more than \$20 a head on the food (or get it donated) and will have no less than \$300 in pledges.
3. Birthday: In lieu of a birthday gift, ask your friends and family to make a pledge for the race.
4. It's summertime: A simple BBQ or potluck with giveaways or just a cover charge can make big bucks with little planning!
5. National Holiday: Don't forget about Memorial Day weekend, 4<sup>th</sup> of July, Labor Day weekend and all those picnics. Bring your pledge forms and hit up everyone in attendance. Or, have a picnic / BBQ fundraiser. Get items donated hold a raffle or charge an admission
6. Gala Night: Host an elegant or formal party, cook the dinner yourself or if you know someone that cooks really well, get them to be your "guest chef" and/or get it donated from a local restaurant. I

prepared 6 appetizers, 2 soups, salads, 3 main entrées, 2 side dishes and 6 desserts with complimentary beer, wine and soft drinks. Each seat had a goodie “thank you” bag for their donation. Charge a per person plate fee of \$25.00 - \$75.00 depending on your costs. Send out real “dinner party invites” to people, with a menu selection card and an RSVP card (also an option to offer a donation in their absence) and only have limited seating (max 40) and sent out e-vites as well through [www.evite.com](http://www.evite.com). Pre-sell tickets, not sold at the door so people knew they have to act now and reserve their spot for the dinner. Try to get a friend or two to serve as wait staff.

7. Hold a Sweets Party – ice-cream Sunday making or pastries
8. Hold an International Food Tasting Party.
9. Hold a Pet Birthday Party.
10. Hold a Retirement Party.
11. Hold a New Job Celebration.
12. T.V. Show Party: Premier or Finale of your favorite show party.
13. Dance a-thon.
14. Host a Disco-night.
15. Host a Movie Theme Night
16. Have a Going Away party
17. Have a Victory Party
18. Pop Corn Party: Show a new release video, and charge \$10.00 at your home.
19. Hold a Monopoly or other game night party.
20. Hold a Yo-Yo, twister or other children’s game night party.
21. Wine tasting at an art gallery (can raise \$2000 in an evening!)
22. Academy Awards Party – host your own viewing party. Charge per person, and give everyone ballots. Get prizes donated to the top 3 winners.
23. Bridesmaid’s Ball – drag out those old atrocious bridesmaid’s dresses for a great cause and host a party, sell tickets to the event. Or host it at a restaurant and have a ladies night out!
24. Tapa’s (Appetizer) Party
25. Host a Texas Hold ‘Em Poker or casino night – charge a fixed rate for chip buy in and have finger foods, drinks, etc. Do additional buy in options and raffle opportunities. Research your state gaming laws first.
26. Host an American Idol karaoke night (should be fun!)
27. Ethnic Food Sample: Let your friends sample the best of Italy, Greece, Mexico, etc.
28. Progressive Feast: Ask your neighbors to commit to provide one stage of the meal at their homes (cocktails, hor d’oeuvres, dinner, dessert, and night cap)
29. Treasure Hunt: Charge a registration fee for every person on the team. Organize a route with clues at each site for contestants to find the next stop. Establish a time limit and final meeting place. Arrange for prizes.
30. Happy Hour: Sell the ACS silicone bracelets. Make a sign with the ACS logo and display on table or bar with the bracelets and a jar for donations. People have received \$5, \$10 and \$20 donations per bracelet. Ask the bartender to make a drink donation, such as a dollar donation for every beer or glass of wine sold that night.
31. House Warming Party: In lieu of a house warming gift, ask your family and friends to make a pledge/donation for the marathon.

### **Sport/Fitness Related Fundraisers**

1. Can you say BASEBALL or FOOTBALL? Buy a bunch of tickets at a group rate (get the cheap seats), get food donated. Host a tailgate party and charge people twice the ticket price. (It will still be a pretty good price and a great excuse to hang out with friends)
2. Call your local sports team and ask them to donate autographed items from their players. Sell the items on ebay.
3. Have a Monday Night Football party at your house or at a local hangout. Create a grid with 10 down and 10 across. Number the squares 0-9 and sell squares on the grid. The person who has

the square that matched the score at the end of the game (or the end of each quarter) wins a prize. Get your prizes donated. Try to sell all your squares by the game start - if you haven't sold them all sell all the remaining squares to one person at a bargain price. Choose the games with the biggest rivals or the biggest draw.

4. Hold a bowling night (Rock n' Bowl) fundraiser – you pay a flat fee for the night, you provide lanes and snacks. Charge per person or team and get the round robin going. Gives prizes for the winner or worst player.
5. Tread Mill Marathon: ask your local health club if you can set up a treadmill in the lobby. Grab a friend and take turns running for as long as you can with a bucket in the front for people to throw change and bills. And of course, have a stack of donor forms with you for them to take and mail back to you.
6. Dodge ball Tournament – Yes, the children of the late 70's & early 80's are reverting to the old standby! What better way to go back to your childhood and get away with it!
  - a. Get the word out to family, friends, co-workers, teammates....promote, promote!
  - b. Reserve the space at your local school or gymnasium...ask a local school to donate use of the gym.
  - c. Fork out \$8-10 for an official dodge ball (in RED of course!)
  - d. Sign up teams – charge a fee for participants (\$10 per person)
  - e. Ask for \$5 donations at the door for spectators (it's cheaper and more entertaining than a movie)
  - f. Have a local grocery store donate snack and drinks to sell at the event.
7. Student Council, Sororities and Fraternities and Key Clubs: Contact your local high school or college student council, key clubs, sororities and fraternities and ask if they would fundraise for you. (holding their own event to profit your cause)

### **Entertainment Based Fundraisers**

1. Rock On! If you know musicians, ask them to perform a benefit concert. Tell people that their ticket is a check made out to ASC
2. Movie Ticket donation: Ask a local theater to donate movie tickets, and then sell them for pledges.
3. Play Tickets: Ask local playhouse to donate tickets and then auction them off.
4. Bingo nights: in some states, local bingo nights are required to give some of their profits to charity. Make sure you help promote the night and you get the \$.
5. Afternoon at the races – same idea as the baseball game, but go to a horse track:  
Hollywood Park: [http://www.hollywoodpark.com/visit/reduced\\_admission.html](http://www.hollywoodpark.com/visit/reduced_admission.html)

### **Services Offered / Items to Sell Fundraisers**

1. Most Wal-Mart stores matches all proceeds raised at fundraisers in front of their stores (bake sale, car wash, etc). Speak with the manager of your local Wal-Mart for more details.
2. Car Wash: hold a car wash with either your neighborhood or at work. Ask some local business to donate items you'll need for the car wash and get your friends involved. Place ACS signs all over.
3. Garage Sale: one person's trash is someone else's treasure. Get all of your friends to donate items for a super sale or spring clean out your house and donate to your fundraising account. Advertise in a local newspaper and or on-line. Keep plenty of pledge forms on hand and remember to wear your ACS t-shirt. Sell ACS bracelets, snacks and or drinks. Have ACS signs displayed. Make sure donors know the proceeds are going to the ACS (prevents haggling).
4. Creative Friends: Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you can raffle off.
5. Hair Salon: Ask your hair salon if they would donate \$2 or \$3 of each hair cut to you over the course of a weekend.
6. Make Christmas ornaments and sell them. Know someone who is crafty? See if they'll donate items or see if a business will donate them to you. Also, you can see about purchasing at deep discounts or wholesale prices and mark the ornaments back to the regular retail price to sell.

7. Mow-A-Thon - Get your kids involved and declare a weekend where you will mow your neighbor's lawns for \$20-50 or whatever amount you want to set.
8. Photographers: Do portraits for donations.
9. Host a Baby-sitting evening – baby-sit children in a church or large facility for 4 hours (recruit volunteers to help you), with planned activities and promote as a great night out for the parents to have a night out together for dinner, holiday shopping or whatever. Proceeds all go towards your fundraising goal.
10. Pet-sit.
11. House-sit
12. Water the Garden or any other chores you would normally do for free for your family, friends and neighbors and this time ask them for a donation – have a pledge form and self addressed stamped envelop to hand them.
13. Ask your talented friend to sing, play the piano, violin etc. for a fundraising event. Perhaps singing telegrams!
14. Computer Graphics: If you are good with computers make nice cards and give them for pledges.
15. Have a used-book sale or even better sell online at [www.half.com](http://www.half.com) or [www.halfpricebooks.com](http://www.halfpricebooks.com)
16. Have a Tupper Ware, Pampered Chef or Avon Party.
17. Airline miles: Sell your airline miles on Craig's list.
18. Host a "mutt strut" in your neighborhood. For \$30, people can bring their dogs and go on an organized walk together. Host pet contests and offer prizes. Get your local pet store and vet to donate and support. Great for dog lovers!
19. Speak Spanish? Know how to fix computers? Can you teach tennis? Talent: Utilize and sell any talent or skill you may have.
20. TEACHERS: charge for tutoring and donate the proceeds to your account. Charge \$30 (or whatever rate is comfortable) per ½ hour and \$50 per hour and make sure your students know to write the check to ACS.
21. Sell items on eBay
22. Gift wrapping services – particularly great at holidays! Check with local mall to donate a kiosk or mall floor booth space for this.
23. Make something ACS related and sell them (hat/t-shirts/jewelry, etc.)
24. Tipping is good Karma: Get businesses to put a "tip jar" at the register. Put a picture of yourself and a little story about why you are running / walking the marathon on the jar.
25. Are you a RENTER? Free Rent - get your apartment to donate one month's free rent to sponsor you.

### Group Fundraisers

1. stuff to sell (best to do this as a group and split the funds raised:
  - a. [www.thepizzapail.com](http://www.thepizzapail.com)
  - b. [www.classiccookie.com/html/fund.htm](http://www.classiccookie.com/html/fund.htm)
  - c. [www.fundraising.com](http://www.fundraising.com) (want to sell candles? t-shirts? candy? (Chances are you'll find it here)
  - d. [www.resultscompany.com](http://www.resultscompany.com)
  - e. [www.pamperedchef.com](http://www.pamperedchef.com)
  - f. [www.marykay.com](http://www.marykay.com)
  - g. [www.partylite.com](http://www.partylite.com)
  - h. [www.spunkmeyer.com](http://www.spunkmeyer.com) Otis Spunkmeyer cookies and desserts (You get to keep 40% of the sale)
2. Golf / Tennis / Basketball / Bowling Tournaments – Charge per person or per team and set the round robin. Give prizes for best and worst player/team. Have a dinner and silent auction/raffle afterwards. *NOTE: Requires a bit of planning up front and an oversight committee is necessary, see your Campaign Manager for the proper policies and ways to raise the most funds through these style events.*
3. March Madness – do a basketball grid and give the top 3 winners a percentage \$\$ and keep the rest for your fundraising goal.

## Fun, Wild & Crazy Fundraisers

1. Get your outgoing single friends (single co-workers, friends, family, training buddies, or even ask for the singles from your local fire and police departments, etc.) and put them all up on the auction block by having a Bachelor / Bachelorette auction, also known as a “Meat Market Auction” at a local restaurant or bar. Add a silent auction and get dinner certificates donated from local restaurants for the happy winner (so your volunteers do not need to pay for dinner).
2. Sell advertising space on your body for companies, individuals, etc. to advertise (keep it clean folks!!). On race day write whatever their ad is on your legs, arms, face, whatever with eyeliner, etc. and “represent” by becoming a walking or running billboard.
3. Speed Dating event – setup at a local bar/restaurant and advertise everywhere. See if there is a local speed dating company that will donate time and resources for this event.
4. Even crazier (but incredibly meaningful and cause supporting)? Head shaving Day! To honor patients undergoing chemotherapy. Shave heads for a flat donation (has to be a big donation!) to have entire head shaved. Charge a spectator fee to watch on shave day...pay more to have the chance to use the razor on someone’s head. Send out the story to the local paper, businesses and get people to come out, get shaved and support ACS. Get a salon or if you know a stylist, ask them to donate their time/skills. Save the hair to donate to make a wig ([http://www.locksoflove.org/donate\\_hair.php](http://www.locksoflove.org/donate_hair.php))
5. And the very last and most important fundraising idea....Ask..Ask...Ask...Ask...Ask...Ask...Ask...

And that's all for today's lesson.

Hope you found something in here that works for you...

I am confident that each and every one of you CAN reach your goal.

Just put a little effort in it....once you get going, it gets easier!