

## FUNDRAISING IDEAS

Are you tired of looking for good fundraising ideas?

Well here are a few basic things you can do to spread the word about your fundraising endeavors. A simple email about your fundraising goals is a great way to begin however there are many other simple and creative ways to fundraise! Try some of these ideas to get your fundraising efforts off to a fun and successful start. We hope you'll use your creativity and knowledge to make your fundraising fun and effective for your lifestyles and personality. We're here to help you develop ideas and answer any questions you may have. Please let us know if you need help.

### DOWNLOADS

*Click links below to download/print these helpful fundraising tools*

- [nfwalk.org/donationform](http://nfwalk.org/donationform)
- [nfwalk.org/pledgesheet](http://nfwalk.org/pledgesheet)

### CREATE A FUNDRAISING PLAN AND STICK TO IT

The most effective fundraisers have a detailed plan of all the steps they need to complete in order to meet their objectives. Active.com suggest the following critical steps.

1. Set a goal
2. Start early so you can give people ample time to donate
3. Educate your Donors on your cause
4. Stress the benefits of contributing
5. Follow through by sending emails
6. Send Thank You notes
7. Ask BIG before going small
8. Stay positive and remember the reason
9. Never feel guilty about asking for donations
10. Ask, ask, ask



### BEGIN WITH:

- **PERSONAL LETTER WRITING/EMAIL CAMPAIGN**
  - Kick off your fundraising with a well-written letter and or email that tells your story to potential donors.
  - Be sure to individualize it as much as possible by stating what you are doing and why you are doing it.
  - Include a picture of your NF Hero when appropriate.
  - State your personal fundraising goal. The higher the better.
  - Mention that donations are tax deductible and checks should be made payable to CTF.
  - Send out the e-mail and or letter to all your family members, friends, co-workers and professional contacts 3-4 weeks before the walk event.

- Explain what CTF is and why this cause is so important to you.
- Encourage them to forward the e-mail to their contacts and how you want to “travel around the world” via cyberspace! Make sure to add a link to your donation page so they can donate right there. Be sure to enclose a copy a pledge sheet or donation form.

#### **Tips for a Successful Email Campaign:**

- Your subject line should be simple and cause related.
  - Educate your donors on your cause and stress the benefits of contributing.
  - Always ask contacts to forward your email to others.
  - Ask often and ask big!
  - Keep donors updated on your progress.
- **FACEBOOK/TWITTER:** Use social media websites such as Facebook and Twitter to spread the word about your fundraising. Create statuses, make posts and even include in your links on your page. Just be sure to include the link to your fundraising page anywhere you post about it.
  - **EMAIL SIGNATURE:** Be sure to provide the link to your fundraising page in your email signature.
  - **BIG GOAL:** By displaying your goal (in your email signature), potential donors can see your \$10k target, say “WOW!” and want to help you get there.

#### **THEN FOLLOW WITH:**

After spreading the word about your fundraising, you can hold events, offer services in exchange for donations or incorporate the office to kick your fundraising into overdrive. These events are common and take little time to organize.

- **10 DAYS OF \$10:** For 10 days, ask one person each day for a \$10. At the end of the 10 days, you will have raised \$100!
- **BAKE SALE:** Bake a variety of goodies and sell to people, with all proceeds going to CTF.
- **CALENDAR/CANDLE/COOKIE DOUGH SALE:** Use a company that offers this service as a fundraiser for non-profits. People enjoy these types of sales because it offers a wide selection of a variety of things at a low, discounted rate.
- **CTF BRACELET:** Selling CTF bracelets is a great way to support your cause – Our CTF Awareness bracelets are an attractive way to raise funds and show you care.
- **DIME-A-HUNDRED:** place an empty 16oz water bottle on your desk, or at the front desk of your office and ask your coworker to empty their pockets of dimes and drop them in the water bottle. One full bottle of dimes is equivalent to \$100!
- **LEMONADE STAND:** Go back to the most original fundraiser, a lemonade stand. Set up a stand at the end of your street a few times a week and by the end of the spring/summer season you

will have saved a pretty penny. This can be a refreshing, easy and fun community fundraiser that your neighbors can get used to!

- **QUARTER CAMPAIGN:** Old film canisters hold \$7 worth of quarters. Challenge coworkers or students to fill as many canisters as possible. Have a reward for the team that collects the most canisters filled with quarters. Or, fill something even bigger.
- **RIBBONS FOR RESEARCH:** Go around to neighbors, friends and family during the month of May, and ask if they would buy a blue ribbon to place on their mailbox or outside of their home for \$5 each for NF Awareness month. You can also ask local businesses if they would display the ribbons outside of their establishments in order to raise awareness and funds for research.
- **VIRTUAL TEA FOR NF:** Raise funds for a cure while enjoying a cup of tea with friends and family. A Virtual Tea for NF is not actually an event, but a mailing to your family, friends, and colleagues. You invite them to support the Children's Tumor Foundation in honor of a loved one and have a cup of tea compliments of the Foundation. CTF will send you invitation cards that you can mail to friends. Visit the website at [www.ctf.org/teafornf](http://www.ctf.org/teafornf).

## EVENTS

There are a variety of events that you can organize to get people actively involved in your fundraising. These events are fun for everyone and are a great way to raise money.

- **50/50 RAFFLE:** Sell tickets to a 50/50 raffle at a large event or gathering. The prize is half the "pot." The winner splits the "pot" with you — you get 50% of the proceeds and they get the other 50%.
- **ACTUAL TEA FOR NF:** Host a tea party and invite all your family and friends. An "actual" Tea for NF is an event where you ask guests to attend in support of the Children's Tumor Foundation. The most important ingredients for a Tea for NF are great tasting tea, refreshments, and relaxed guests. For more information, visit <http://www.ctf.org/teafornf>.
- **ART FUNDRAISER:** Encourage local artists and musicians to play and show their art at a community venue. Charge an entrance fee and a portion or all proceeds from any sales will be donated to CTF.
- **BARK IN THE PARK:** Hold a benefit walk and/or run with owners and their pets.
- **BIRTHDAY PARTY WITH A PURPOSE:** Host a birthday party for you or your child and ask guests to give donations made out to your specific NF Walk event and CTF as a gift in lieu of a present.
- **BOWLING PARTY:** Ask your local bowling alley to donate some lanes for a fundraising party. Charge at the door.

- **CASINO NIGHT:** Host a casino night and have popular games, such as Texas Hold 'Em, Blackjack, and Craps. Have food and beverages donated and hold a raffle. Charge for an admission ticket or for a certain amount of casino chips.
- **COMEDY NIGHT:** Ask a local comedy club to host an evening in support of CTF. A portion or all of tickets sales can be donated and it's a fun night for all.
- **COMPANY TEAM-UP:** Contact a local business or a friend's business and have them donate a portion of their profit for a day. This could be at a restaurant, clothing store, or any kind of business!
- **DINE AND DONATE:** Most chain restaurants will hold Dine and Donates from organizations, in which the restaurants will donate a percentage of their daily sales back to a worthy cause. Call your local popular restaurants and ask how you can get involved in a Dine and Donate to raise funds for your NF Walk team.
- **FRY-DAY FRIDAY:** Ask a local restaurant to donate \$1 of every order of French Fries on a given Friday to NF Walk.
- **FUNDRAISER NIGHT:** This could be a benefit night at a local restaurant. Check with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishment. Another similar option is to hand out coupons to their establishment for a percentage of profits for that evening.
- **GALA NIGHT:** Host an elegant or formal party. Have food and beverages donated. Then, charge for admission with all proceeds going to your fundraising efforts.
- **GAME NIGHT:** Everyone comes to your house to play board games, charades, etc. Sell tickets for a donation, and ask everyone to bring food to share.
- **HAUNT FOR A CURE:** Host a Halloween costume party as a way to fundraise! Have a best costume contest, bob for apples, have a DJ, or hold a raffle. Have an admission cost as a way to fundraise for a night of Halloween fun.
- **HAVE A CARNIVAL:** Invite the whole neighborhood. Rides, food, and fun for all. All money raised can go towards your fundraising efforts.
- **KICK FOR A CURE:** Team up with an athlete. For every field goal, extra point, etc. the player gets each game; the player donates funds to CTF. Visit <http://www.ctf.org/How-You-Can-Help/kickforacure09.html> for more information and a description of past events like this.
- **LASER TAG:** Host a party at your local laser tag arena. Charge at the door or charge for each game of laser tag played.

- **LIVE AUCTION:** Try to get an energetic auctioneer. This is good for a large crowd and some big-ticket items such as a trip for two, a special bottle of wine or landscape, or pool or housecleaning services.
- **LOOSE CHANGE DAY:** Ask your child's school to have a "Loose Change Day." Make a flyer encouraging each child to bring in loose change from their house to be donated.
- **MOVIE NIGHT:** Invite your friends over for a night at the movies. Charge admission. Provide popcorn and soda.
- **MUSIC EVENT:** If you know musicians, ask them to perform a benefit concert at a backyard BBQ, block party or local club. The price of admission goes directly to your fundraising for CTF
- **ONLINE FUNDRAISING:** Sign up online and raise money the easy way at [ctf.org/walk](http://ctf.org/walk). Once you register for a walk online, feel free to copy the URL to your personal HQ (fundraising page), and post it on all your social media sites to ask your friends and family to make a contribution. Make sure to personalize your HQ to share your story to others and let them know why raising funds for the walk is so important to you!
- **PANCAKE BREAKFAST:** Host a pancake breakfast at a school, park or place of worship. Charge a fee that will go towards your fundraising. Get the pancake mix and other food items donated by local stores.
- **PRODUCT PARTY:** If you know anyone who has a business, you could ask them to consider donating a day's profits to CTF. You could promote the business to friends and family and ask them to support the business. The party could be for Alexandani.com, Stella and dot, Pampered Chef, etc.
- **PENNY WARS:** Host a penny war at a school or job. It's a friendly competition and it's a great way to raise money while having a lot of fun.
- **POPPIN' PINK FLAMINGOS:** Purchase 10 pink plastic flamingos (lawn decorations). Pick 10 yards in your community to be the lucky recipients. Attach cards to the flamingos' necks with a phone number along with all the pertinent information regarding your group. State that for a \$10 donation, the flamingos will be removed but for \$15 they will be moved to the lawn of their choice. Make sure you also place a sign that has a contact name and phone number among the flamingos for those who drive by and would like to have the flamingos placed in a friend's yard. (Also give the option to simply pick up the flamingo gratis, since some people have no sense of fun.) It takes some organization, but is lots of fun. An additional fundraising idea is to sell "Pink Flamingo Insurance" for \$10 to protect you from the invasion of these pink pests.
- **SCRAPBOOKING FOR A CAUSE:** Get a scrapbooking company or consultant to donate their time and teach scrapbooking to your group. Encourage this to be an event where you come with a

friend or mother/daughter event. Provide lunch, snacks, and drinks and arrange for door prizes or raffle items.

- **SPORTING EVENT NIGHT:** Team up with a sports team or sporting arena. Offer tickets to family and friends and have a portion of ticket sales go towards CTF.
- **“THONS”:** Cut-a-thon (hair salon), Mow-a-thon, Shovel-a-thon, Rake-a-thon. You name it. You can do it for donations. You can even use local Girl Scout or Boy Scout troops to help be your manpower for this fun activity.
- **WEB-BASED AUCTION:** Get friends and family to donate things for you to sell on an Internet auction site. Make sure to let bidders know that the item's selling price is going towards your fundraising efforts.

## **BARTER/EXCHANGE:**

People may be more inclined to donate if you offer to do something for them in exchange for their donation. Use this as an opportunity to play to your strengths and do good things for others while continuing to raise money for the Children's Tumor Foundation.

- **BAKE FOR YOU:** Bake cookies, breads, or cake and leave them in the teacher's lounge or office kitchen with a donation jar. Be sure to label the donation jar with an explanation that proceeds are going to CTF.
- **CANDY JANE:** Ask people to exchange a donation for a piece of candy.
- **CHRISTMAS LIGHTS:** Offer to put up your neighbors' outdoor Christmas lights for a donation.
- **CAR WASH:** Hold a car wash to raise money for CTF. If \$500 or more is raised, the company may be willing to match it!
- **DOG WALKING FOR DONATIONS:** Send out a flyer to your neighborhood offering your services to walk their dogs in exchange for donations to your fundraising efforts.
- **GARAGE SALE:** Holding a garage sale helps clean out some closets and can really bring in some much-needed funds. Be sure to tell them all the money is being donated to CTF. Put a picture of your NF Hero next to the sign. Put out a donation jar as well. Don't forget to sell lemonade too!
- **GUEST BARTENDER:** Simply sign up yourself, your friends, your boss, etc. to guest bartend at a local tavern. Put all tips towards your fundraising efforts.
- **OFFER A SPECIALTY SERVICE:** Offer a service that you excel at (tutoring, babysitting, pet sitting, etc.) in exchange for money that would be donated to CTF.

- **“SIT” FOR DONATIONS:** Baby-sit, pet-sit, house-sit, etc. Offer services to the neighbors to get them involved. Be sure to explain that all proceeds are being donated to CTF.
- **USED BOOK SALE:** A more focused and versatile version of a garage sale. Ask everyone you know (co-workers, neighbors, family, and friends) to donate any books they have read and are finished with. Choose a time and place to have a used book sale — maybe your local farmer’s market, school carnival, or community fair.

## OFFICE INVOLVEMENT

If you spend much of your time at work, you should use it as an opportunity to further your fundraising efforts.

- **AUCTIONS FOR THE OFFICE:** Auction off a prime parking space at work; a half or whole day off from work; a longer lunch break; local artwork, or other creative and fun items.
- **BALLOON-O-GRAM:** Sell balloons to employees to give to their co-workers. Employees can buy a balloon, include a brief note and have it sent to a colleague. Balloon recipients get affirmation, your office gets decorated with blue and green NF Walk balloons—and you make money for the Children’s Tumor Foundation!
- **BAKE SALE:** Homemade cakes or other goodies are always popular with colleagues. A bit of baking the night before will mean a fistful of cash at coffee time the next day. Organize a table in your department or take around a tray of home-baked treats to sell.
- **BEST/WORST TIE:** Charge your coworkers a fee to enter a best or worst tie competition. Offer a prize and have the entire office vote at lunchtime. For extra fun, make it a small fashion show. Don’t restrict this competition to guys. Girls, this is a chance to put the dudes to shame.
- **BROWN BAG LUNCH DAY:** Everyone brings their lunch and donates the money they would have spent for lunch to your NF Walk team.
- **COIN JANE:** Put coin jars around the office (or even in other public places) that have a picture/story of an NF Hero to help raise money. A standard water bottle can hold over \$95 in dimes.
- **COMPANY STORE SALE:** Sell excess inventory of items from the company store and all proceeds benefit CTF.
- **DRESS DOWN DAYS:** For a donation of \$5, employees can dress casually on a designated day. An alternative could be to sell a year’s worth of ‘casual day’ privileges for \$100 or a month for \$25.

- **E-MAIL BAN:** Ban intra-office e-mails for a day. This can be a great way to improve staff communication, encouraging employees to talk to each other! Charge \$2 to participate and impose a fine on anyone who breaks the ban!
- **ETIQUETTE FINES:** Fine co-workers for arriving late, taking too long at lunch, not turning off their cell phones, etc. Donate the collected fines to CTF.
- **JOB SWAP:** Have employees enter a raffle to swap jobs with a colleague for the day—maybe even the boss! Charge a \$5 entry fee and see who wins!
- **MATCHING GIFTS:** Ask your human resources or personnel department if your employer matches funds. If so, get the form, fill it out, and bring it to the walk along with your donations— your donations could be doubled or more!
- **"NO BAKE-BAKE SALE":** Co-workers donate the cost of ingredients. They'll save time by not having to bake anything.
- **OFFICE "GOPHER":** On lunch break, offer to run errands or pick up lunch for others for a "fee".
- **PEDOMETER CHALLENGE:** Wear a NF Walk pedometer and get people to guess how many steps you will take in a day and make a donation to Children's Tumor Foundation.
- **PIE TOSS:** Employees make a donation for each whipped cream pie tossed at management.
- **PRIZE DRAWINGS:** For a donation of a specific amount, hold a drawing for great prizes like gift certificates, tickets to different events, company items, etc.
- **SILENCE IS GOLDEN:** Accept pledges to silence the most talkative employee for a day! Set a goal amount.
- **SILENT AUCTION:** Have staff bid on items such as extra vacation days, longer lunch hours, VIP parking spots, dinner passes, casual days, etc. Money raised goes to fundraising efforts.
- **SNACK BAR:** Sell candy, chips, popcorn, soda, bagels, or donuts at the office. You may be able to have goodies donated so that all the money raised will be used for the cause.
- **SPECIAL EVENT DAY:** If you have a birthday or company anniversary approaching, host a party and collect donations for CTF in lieu of gifts.
- **SPIRIT DAY:** For a donation of \$5, employees wear their favorite team's jersey, t-shirt, or sweatshirt.
- **WIN A FREE DAY OFF WORK:** Sell raffle tickets for \$5 each to win a free vacation day. This could be a huge fundraiser!

## THEN END WITH:

Follow-up is one of the most crucial parts to your fundraiser. It is important to recap your event with your donors and sponsors to show them how appreciative you are for all of their help. Write a personal thank you letter to all of your sponsors and donors. Make sure to include pictures from the event and share how much money you raised.

It is also important to show appreciation for anyone who volunteered at your event. Whether it was your best friend's brother, your aunt, or neighbor, you should send them a thank you letter or phone call after the event expressing how the event was made possible through their help.

## ALWAYS REMEMBER...

- *Always* include a donation form and pre-addressed business reply envelope in every letter you send. Make it easy for them to give.
- *Always* make sure your name and event name are clearly written on any piece of material that your donors will be returning with their donation.
- *Always* make sure that the donation form is attached to each check that you or your donor sends in. This information is used to create our "thank you" letter and to help us keep track of all your donations.
- *Always* thank your donors!! The Foundation will send an official "thank you", but your personal thanks are a nice touch.