

Fundraising: Tips, Ideas, and Goals

The Leukemia & Lymphoma Society

Easy & Fun Fundraisers

Social Media/Blog

In today's society, it seems that everyone is connected through the internet. Use your social media pages as advertisements to make people aware of your fundraising efforts, or promote giving to the cause. If done right, your mission will be spread and donations will come in.

Concert

Do you have a friend who plays a musical instrument or is in a local band. Approach your local church, high school or community center about putting on a benefit concert and charge admission or ask for donations at the door.

Change Drive

This can done with any number of people. Challenge people to save their change for a set time to be donated to cystinosis. If at a school or church it can be a competition between classes with the winning class receiving a pizza party. Your local pizza parlor will usually donate pizzas if asked or will sell some at a greatly reduced price.

Food Night

Approach a local restaurant and ask them to donate a percentage of sales for a set time period. Produce a flyer advertising the time period and the purpose. Have money jars at registers for people to make additional donations.

Birthday Party

Have the birthday party you would normally have, such as skating, fun gym, park and ask that in lieu of gifts donations will be accepted. Have plenty of cake, snacks, drinks and make it a fun gathering celebrating the life of the person who it is honoring.

Yard Sale

This can be as big of an event as you want. You can do it yourself, have family join you, your church, or school. Have a place for items to be dropped off and priced. Secure a location for the sale. If done in conjunctions with a church or school use their facilities. Get volunteers to help price and work on sale date. Advertise with flyers and signs.

Interoffice Bingo

Sell bingo cards for employees or students to purchase. Call bingo numbers at lunchtime, during breaks, or throughout the day over the PA system. Get local stores to donate prizes for all winners, or "split the pot."

A Dollar an Inch Contest

Do you wear a tie to work? Why not let co-workers pay to snip you tie shorter and shorter? The uglier the tie, the more money you will make! Set a fundraising goal and for each donation, let the donor cut off a piece of your tie. Example: \$1.00 gets one inch, \$5.00 gets two inches, \$10.00 gets three inches, and so on!

Baby Picture Match

Invite employees to try their luck matching baby and/or pet pictures to pictures of co-workers. Award the entry with the most right answers a casual day, a day off (check with the boss first), or some other fun incentive. Charge employees \$2.00 per ballot.

Casino Night

How about a Casino Night? What are the ingredients for a successful Casino Night?

A few blackjack tables

One bingo game

A bean bag toss
Food and drinks

Invite co-workers, friends and families. Ask local businesses to donate prizes for the winners.

Dress down days/pajama day

Sell casual day Badges allowing employees purchasing them to dress casually on certain days. Employees purchase badges for \$5.00 each. The badges can carry an expiration date, depending on the amount donated.

Car Wash

Traditional Car Wash: Ask a local business to host your car wash. (car rental agencies, car dealers, fast food restaurants, etc.)

Boss's Car Wash: Employees donate \$5.00 to have their car washed by the boss, preferably in professional dress! Charge extra for a Polaroid that captures the moment!

Lunch Time Golf Putt

Set up your own putt-putt course at work. Charge entrants to play and award a winner each day.

Flower Sale

Secure a donation of carnations, roses or lilies from a local florist.

Party With a Purpose

Have a "Party with a Purpose." Invite close friends to dinner or brunch and ask for a donation. Have guests really Party with a Purpose—ask them to match their donation to the amount they spend last Saturday night. Dinner and a movie? \$60.00 donation. Cocktails and dancing? \$30.00 donation. Pizza and a video? \$15.00 donation.

Spaghetti or Chili Dinner/ Or Pancake Breakfast

Hold a spaghetti or chili dinner. Make it a pancake breakfast on Sunday morning . Something cheap where you do not have to put a lot of expense into it. Dress up as a chef and sell tickets at the door.

Newsletter Fundraising

Inform co-workers about the event by placing an ad or plea for donations in the company newsletter. Don't prejudge whether people will give. Let them say no or ignore your request rather than not ask.

Money Wars!

Compete against another department in your work place to see who can collect the most pennies. All silver and paper money in the penny jars count AGAINST the total number of pennies, so each team tries to sabotage each other's jars with bills and large coins. Award a prize to the team with the most pennies after a month.

How to raise \$2000 in 6 weeks

Look how easy, and it's all based on people donating an average of \$25 at a time. In six weeks, you will have reached your goal! Assuming you put this in place TODAY; you will be ahead of the game.

Week 1:

- Start by sponsoring yourself = \$25. Commit to using \$25 from each bi-weekly check for the first 6 weeks. = **\$75**
- Send out 50 letters and/ or e-mails to friends, colleagues, business associates (ask for a minimum \$25 donation, and assume 50% response) = **\$625**

Week 2:

- Follow up on fundraising letters & e-mails, get 2 additional \$25 donations = **\$50**
- Ask four family members for a donation of \$25 each = **\$100**
- Ask five friends directly for sponsorship, \$25 each = **\$125**
- Ask three co-workers to sponsor you, \$25 each = **\$75**
- Find out from your company's human resource department to see if they offer matching gifts

Week 3:

- Get three additional co-workers to sponsor you = **\$75**
- Follow up on fundraising letters & e-mails again, get 2 additional \$25 donations = **\$50**
- Plan a fundraising party, plan for 25 people to net you at least \$10 each (e.g. 50% of split cover charge for a \$20 happy hour) = **\$250**

Week 4:

- Ask five neighbors for sponsorship at \$25 each = **\$125**
- Time for another e-mail or letter-writing blast, get another donation. Keep following up weekly, with the goal of getting two more responses back each week (\$50 each for weeks 4, 5, 6) = **\$150**

Week 5:

- Ask your boss for a company contribution = **\$50**

Week 6:

- Ask five businesses that you frequent (e.g., doctor, dry cleaner, chiropractor, grocer) for a \$50 donation = **\$250**

GRAND TOTAL = \$2000!!!



Good Luck!

