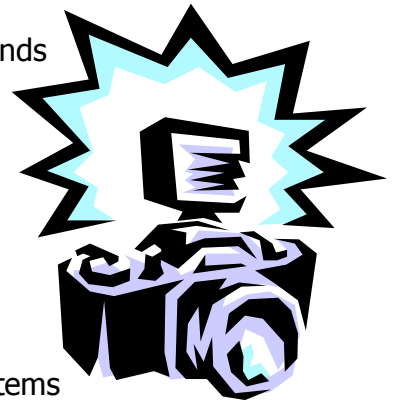


# Fundraising Ideas

The key to successful events is good planning. In planning your event, determine all of the potential fundraising opportunities associated with the event and select the opportunities that represent the greatest potential for dollars. Below is a listing of special events with brief descriptions. This list was compiled from fundraisers held by former Society participants from all over the country. This list is not intended to be inclusive, but rather, represents a sampling of a variety of special events.

- ◆ **SCAVENGER HUNT** – This is an easy and fun event for groups of friends or families. You can organize a large event concluding at a hall or a smaller event concluding with a potluck dinner at your home.
  - Charge a registration fee for every person. Form teams of approximately four people.
  - Each car should have a “team captain”.
  - Create a long list of items for your guests to find. Be creative!
  - Establish a time limit. Keep track of start and finish times.
  - The car with the most complete list and best time wins.
  - Volunteers can help you verify that the items found match the items on the list. They can also keep each team’s items separate and help with food and activities when the teams return.
  - Announce the winner after dinner. The winners may get a trophy or other prize.



## **Friend’s Involvement.....**

- ◆ **BINGO** – Contact a local bingo and secure a date on their fundraising calendar.
- ◆ **BOWL-FOR-A-CURE** – Schedule a night to go bowling. Ask the bowling alley to donate the lanes for three hours and possibly pizza and beer. Ask ten friends/family members/coworkers to be on a bowling team and to each raise a minimum of \$50 in pledges. Allow them a week or two to raise their funds. Their donors can pledge a flat dollar amount or a quarter per pin, etc. Tally all funds raised at the event. Offer donated prizes to the highest fundraiser.
- ◆ **BRIDESMAID’S BALL** – Have a ball for bridesmaids. Provide food and refreshments free of charge, and make the occasion quite formal. Offer a raffle for a trip, a contest for the worst bridesmaid’s dress, a garter and bouquet toss, and cutting of a donated cake.

- ◆ **CRAFT SHOW** – Take advantage of the tremendous interest in handmade crafts and arrange a craft show. Crafters pay a nominal fee for space at the show and visitors to the show pay a small donation to enter.
- ◆ **DOOR HANGERS** – Put door hangers on neighbor’s doorknobs asking for donations of garage sale items. Let them know that you will pick up their donations. This is a great way to advertise your garage sale as well.
- ◆ **EVENT WALK** – Sponsor a walk in your neighborhood. Create and distribute flyers in your neighborhood and in neighboring communities. Set up a two mile course throughout your neighborhood. Participants donate \$20. The start could include donated bagels and juice. Donated prizes may be given away or raffled at the finish.
- ◆ **HOLIDAY OR BIRTHDAY PARTY** – Ask guests to make donations rather than bringing gifts.
- ◆ **PET COSTUME CONTEST** – Hold the contest at a busy park or at a community event. Create flyers and post them in vets’ offices and kennels. Establish categories for competition (i.e. movie stars, political figures, Disney caricatures, etc.) Charge an entry fee and ask for donations from spectators. Ask local vets to judge and possibly donate services as prizes. In addition to asking vets to serve as judges, ask them to be an event sponsor and make a donation in exchange for advertisement on flyers and at the event.
- ◆ **WOMAN’S DAY OUT** – Recruit a massage therapist, manicurist, hair stylist and make-up artist to donate their services for free one evening and charge a nominal fee.

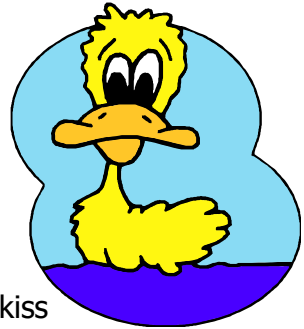
## At Work.....

- ◆ **BAKE SALE WITH A TWIST** – After asking everyone in your office for a monetary donation ask them for a baked good donation. Gather all of the baked goods on a Friday and have a giant bake sale on Saturday at a busy Wal-Mart or grocery store. This ensures that none of the money is out of your pocket and you can offer a variety of goodies.
- ◆ **BOOK SALE** – Have your co-workers donate books to you that they have already read. Then sell them to other co-workers to make a profit.
- ◆ **CASUAL DAY** – Get permission from your supervisor or human resources director to charge co-workers \$5 for the privilege of dressing casual on a specific day.

◆ **COVERED DISH LUNCH** – Ask coworkers to bring a covered dish for a lunch party. Charge coworkers a lunch fee – typically what they would pay for lunch at a local restaurant.

◆ **DONUTS/BAGELS** – Buy a box of donuts or bagels on the way to work and then sell them at the office for \$1 each.

◆ **DUCK RACES** – Buy little rubber ducks and race them in an inflatable swimming pool. Have a competition with heats, 5-10 ducks per race. “Rent” the ducks for \$1 per race. Hold the heats during the workday, and hold the final winning race during a company happy hour. Get a prize donated for the winner.



◆ **KISS A COW (OR PIG)** – Employees can “nominate” their boss/manager to kiss a cow or pig by donating money on their behalf. Whichever boss/manager has the most donations kisses the cow or pig.

◆ **OFFICE COMPETITION** – If your office has a competitive spirit, 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.

◆ **RAFFLE A VACATION DAY** – Ask your boss or human resource department to donate a paid day off to the winner of a drawing. This is an easy way for most companies to make a donation without giving any cash. Sell tickets to the drawing for \$5 - \$10.

◆ **SELL LUNCHEES AT WORK** – Prepare a weekly menu, listing a cold and hot choice for each day. Distribute menu to co-workers and collect their orders with payment. (Lunches cost \$5 in advance.)

◆ **BOAT SALE** – Sell paper cut outs of a sail boat to fellow employees. You can post each boat with the employee’s name on your office wall to show who has been supportive.

◆ **SILENT AUCTION** – Ask coworkers to bring in an item or two they have in their homes or contact local restaurants/shops to get donations. Set up a silent auction table at work and let it run a day or two. Highest bidder “wins” the item.

## **Around Town.....**

◆ **BRING ON THE BLUES** – Get a blues music establishment to donate time and a band and charge \$10 a ticket.



- ◆ **CLUB DONATIONS** – Go on a speaking circuit at local clubs and organizations. Contact local service clubs (i.e. Kiwanis, Elks, Lions, American Legion, Jaycees, etc.) and ask if you can have a few minutes on the meeting agenda. These groups are very responsive and have a treasury set aside for charity requests.
- ◆ **COINS FOR TNT** – Place coin boxes or cans in businesses that will allow you to do so. Stickers for canisters are available from the chapter office.
- ◆ **COMMUNITY SPACE** – Ask a local supermarket to donate space to run a bake sale, garage sale or car wash. Recruit your friends to help. Wal-Mart is supportive in matching funds for money raised on their property.



- ◆ **CRAB RACE** – Buy hermit crabs and paint numbers on their shells with nail polish. Get a local seafood restaurant to sponsor and promote your crab races. Paint start and finish lines on a large piece of wood. Each person picks a crab and pays \$5 to race it. Hold heats if necessary. The winner of the final race wins a free dinner at the restaurant.

- ◆ **PANCAKE BREAKFAST** – Work with a local church or community center to arrange a pancake breakfast.
- ◆ **PENNY COLLECTIONS** – Ask permission from malls to collect pennies from their fountains, clean them, roll them, and use them as a donation!
- ◆ **PERCENTAGE SALES** – Ask the owner or manager of establishments you frequent (grocery store, restaurant, dry cleaner, bookstore, coffee shop, etc.) to donate a percentage of a day's profits to your fundraising efforts.
- ◆ **STORE FRONT COLLECTIONS** – Ask your local grocery store or bank if you can spend a Saturday asking patrons to support your efforts.



### Get the Kids Involved.....

- ◆ **CAR WASH** – Ask a local high school or church group to help you with a weekend car wash. Ask a fast food restaurant or grocery store to use their property and water. Provide the hoses and cleaning supplies for your volunteers.

- ◆ **KIDS NIGHT OUT** – Ask your local community center to donate space for an evening and sponsor a mixer for middle schoolers.
- ◆ **PENNY WAR** – Get approval from a local school to have a penny war. Provide each classroom with a canister. Set a start and end date for the war. Collect only pennies. Create a letter to be sent home to the parents so they are well informed. Get pizza donated to be awarded to the class that raises the most pennies.
- ◆ **RECYCLING** – Distribute a flyer around your neighborhood, soliciting recyclables. Have your kids pick up neighbors recyclables.

## **Great Miscellaneous Ideas.....**

- ◆ **ANSERING MACHINE MESSAGE** – “I can’t come to the phone right now. I’m out raising money for The Leukemia & Lymphoma Society. If you haven’t made your contribution yet, it’s not too late! Leave your name and phone number after the tone and I’ll call you back as soon as I receive your check!”
- ◆ **ATTENTION-GRABBING TENNIS SHOES** – Wear brightly colored tennis shoes wherever you go, even with your business suit! When people remark on your shoes, tell them what you are doing and hand them a pledge form.
- ◆ **DRAWING** - Drawings can be a quick and easy way to raise money. Here are a few suggestions for a successful drawing:
  - Be creative on whom to ask for donations – local restaurants, travel agents and leisure activities are just a few examples.
  - Offer two or three prizes.
  - Don’t underestimate what people will pay for a raffle ticket.
  - Carry your drawing tickets everywhere you go.
  - Ask your friends and family to sell several drawing tickets.
  - More information about drawings can be found in the “Important Tax Information” section.

Here are some ideas of what to include on the drawing ticket:

- Cause (The Leukemia & Lymphoma Society)
- Your name
- List of prizes
- Date of drawing and how the winner will be notified
- Number the tickets sequentially

- Leave a space for the buyer to write his/her name, phone, address, etc.
- ◆ **MATCHING GIFTS** - Many corporations/companies match the gifts that their employees make to health, education and cultural institutions. Check with your company to see if they have a matching gift program. They may match your personal contribution and the contributions of co-workers. Consult your company's personnel, payroll, human resources or community affairs department. If your company has such a program, please take a moment to fill out the appropriate form for processing. You may also want to include information about matching gifts in the letters you send to potential donors. A list of possible matching gift companies is included in this fundraising section. These companies are only suggestions and we cannot guarantee that these companies will match. Keep in mind that it can take awhile for this process to be completed. The money will not be credited to your account until the check is actually received.
- ◆ **SHIRT SIGNING** – Ask people for a donation to sign the singlet/jersey you will be wearing at your event.
- ◆ **WEAR A DOLLAR PINNED TO YOUR LAPEL** – When someone asks why you're wearing a dollar, explain what you are doing and ask for a donation.