

# DIY FUNDRAISING EVENT IDEAS

Events can be as simple or elaborate as you want them to be. The first couple times you do fundraising events, try to err on the side of simplicity. People will be happy to support you and don't need a complicated plan with a lot of details to be able to offer their support.

- Always create a goal. How much do you want to raise at the event? Make sure people know what the goal is.
- Have a sign-in sheet and collect as much contact information as you can. Use this information to follow up, and thank people for coming and for their support. You might also use this list to send updates from the field and do fundraising after the trip if you are inspired.
- If appropriate, offer a short presentation about the project. Show a video, create a slideshow, and speak from the heart about why you have chosen to invest your own time and money into this effort.
- Ask for support. You could do a formal pitch or ask people to support through a silent auction or other means.
- Manage the logistics of collecting the donations. It is important to be prepared to collect the donations you are requesting. Have envelopes available for people to put checks into. Have enough pens for everyone. Be sure to have one or two people on hand to collect donations at the door and/or during the event.
- Always have your fundraising web page info available on a card that you can hand out with clear instructions on how to donate online or via phone and check. Be creative with the theme. If possible, tie it to your project by having food, decorations or entertainment from the region you will visit or create a homebuilding theme where the goal of the party is to raise enough to build a house. Do-It-Yourself Events  
DIY Fundraisers are fun and creative events that help you raise funds. You can turn a hobby, sports, or other endeavor into a fundraiser, small or big! They are an excellent way to bring out the FUN in fundraising!

Key Elements of a DIY Event:

- Start planning early.
- Contact the Special Events Director and let her know your plans so she can provide you with any guidance and materials you might need. We can also help promote larger events through Facebook!

## Here is a list of ideas to help you brainstorm:

Bake sale	Wine & cheese party
Garage sale	SuperBowl/Monday Football Party
Candy sales	Car wash
Hot cocoa sale	Oscars Party
Hot dog stand	Art auction
Silent auction	Ice cream party
Pub crawl	Snack bar at work
Karaoke Night	Pancake breakfast
Movie Night	Restaurant giveback days
Bingo/Poker Night	Craft show
Dinner Party	Holiday bizarre
Valentine carnation sale	Pet/Puppy Party
Bowling Tournament	Yoga Session
March Madness tournament	Babysitting Service
Volleyball (other sport) tournament	Golf tournament

### Dinners

Host a dinner party at your house and ask for a minimum contribution from the guests. Do a short presentation between courses. You could serve food from the region you will visit and see if local shops that carry that type of food can donate items, such as desserts or drinks.

Get a restaurant to sponsor or partially sponsor you, and charge a donation at the door for a buffet or fixed menu. Some people like to host these events at restaurants that serve the cuisine from the country you will visit.

### Drinks

A popular and successful way to raise money is to gather people at a restaurant or café, where you charge a donation at the door. Ask if the venue will offer you free drink tickets or a discount at the bar. We've seen people include silent auctions as part of these events to raise even more money.

### Concerts

If you know musicians or other performers (or if you are one), you could create and produce a benefit performance. Or attach yourself to a music event or other performances that are already scheduled. Ask if a band you know would be willing to collect donations at the door or by passing a hat, and allow you to speak on stage in between sets.

### Parties

Host a party at your house or at a venue that you can use for free. Charge a donation at the door. If you are ambitious, have a silent or live auction as part of

the activities.

Bring new meaning to the term house party. Create a party where the theme is build a house and set a goal to build at least one house for a family in need with the money raised that night. Make sure everyone you invite knows about the theme and the goal.

### **Benefit classes**

Ask a local restaurant to sponsor a cooking class and charge a donation at the door.

Ask a yoga teacher, dance teacher, boot camp fitness instructor, etc., to create a benefit class that is at a special time, in a special location and perhaps longer than their normal class. Sometimes people gather a group of teachers to teach an exciting class together.

### **A-thons**

Big athletic events are a great way to piggyback fundraising with your athletic interests. If you're a runner, cyclist, swimmer, hiker or any type of athlete, you can solicit sponsorship for an upcoming event. Ask friends, family and people you know through work, church and civic groups to donate based on your accomplishments, such as running a marathon, cycling or swimming a certain distance, or hiking a mountain.

### **Tip-a-thon**

Food service workers have held tip a-thons to collect donations for their GV team. The restaurant and your co-workers might be willing to donate all or a portion of one night's tips to support your GV trip. Placing a donation jar with a compelling photo and donation information near the cashier's station or on the bar gives patrons an opportunity to help. Be sure to make cards with information on how people can donate online, and have those available too.

### **Work-a-thon**

Design a work-a-thon! Work-a-thons provide a service, especially to the elderly and those with limited free time. Brainstorm tasks that others would appreciate having done — raking leaves, washing cars, babysitting, taking care of pets, running errands, tailoring clothes, doing laundry, cleaning, trimming, shoveling snow, etc. Ask friends to take on a task or two on your behalf. Ask recipients of the services for a donation and ask others to sponsor you for a day, or per task.

### **Bowl-a-thon**

A bowl-a-thon is a popular way to raise money. Get a local bowling alley to sponsor or partially sponsor the admission price for your guests, charge a higher donation at the door and create a bowling competition with prizes at the end of the night.

## **Tournaments**

Golf tournaments and fishing tournaments are also successful ways to ask for a donation to register and then provide prizes at the end of the event.

## **Holiday/Seasonal Themed**

- Trunk or Treat—if your community or local elementary school offers a Trunk or Treat event ask if you can sell coffee, tea and hot chocolate or hot cider as a refreshment.
- Chili Cook-off—host an office, church, or neighborhood contest. Contestants pay a \$25 fee to participate and attendees pay an admission fee to sample the various chilies. Be sure to have booths set-up to sell refreshments and baked goods too!
- Rake it in —Have team members offer to rake a neighbor's yard for a donation. A month or two later go back and offer to shovel snow!
- Football Frenzy—ask your local college, High School and Pop Warner football teams if you can help in the concession stand and earn a percentage of all sales (aim for 20%) the day of the game. This works well for basketball and hockey too!
- Thanksgiving Day Football—ask your local High School to donate \$1 from every ticket sold and/or host a 50/50 prize drawing where the winner gets 50% and your fundraising gets the other 50%. This also works well for basketball or hockey tournaments held over the December vacation.
- Ugly Sweater Contest—great for school or office. For a \$5 donation invite everyone to wear their favorite “ugly” sweater in Halloween, Thanksgiving, or winter themes. Provide prizes for ugliest, most colorful, most bling, etc.
- Letters/Calls from Santa or Mrs. Claus—invite your friends to give you their kids’ letters to Santa. In return for a \$10 donation you write a letter or call each child.
- Snowman Decorating Contest—invite the neighbors out for a contest after the first big snowfall of the season. Charge an entry fee and offer prizes for kids’ and adult entries.
- Holiday Wreaths—make your own or work with a local nursery/flower shop to sell Halloween, Thanksgiving, and Christmas wreaths.
- Holiday Bazaar—sell chocolate & caramel covered apples, chocolate covered marshmallows and pretzels, baked good, soups, etc. at your local bazaar. This also works great at the community tree lighting and/or holiday parade, visits from Santa, etc.
- Wrapping Presents—work with your local mall and volunteer to work the gift wrap center with all fees going to your team or host a wrapping session at the local gym or daycare center. Patrons and Parents can drop by and pay to have their gifts wrapped.
- Holiday Cards – When you send out your Christmas cards let people know that you are fundraising and direct them to your website to make a donation.
- Christmas Carols – Sing all the holiday favorites for your neighbors for donations.
- Holiday Party – Invite friends and family over for a party and let them know that you are fundraising. During the party explain to guests why you support the cause and ask for donations from your guests.
- Host a Holiday Movie — Invite friends over for a private screening of a holiday favorite. Set a donation amount to attend and offer concessions for suggested donations.

- Shop 'til you Drop—Offer to babysit the neighborhood kids so parents can go holiday shopping. Make arrangements to use the local YMCA or high school gym or auditorium so you can keep the kids occupied.
- Store Front Collections – Ask your local grocery store, retailer or bank if you can spend a day asking patrons to support your efforts. Don't forget to ask the store if they have a policy of matching funds raised – this will double your efforts!

### **Fundraising Through Friends**

- Do you have a friend or family member that is a bartender or restaurant server? Ask them to donate a portion of one day's tips to your fundraising! You can create a sign or button for them to wear stating "All tips collected tonight will be donated to ASF." If the patrons see the sign/button they may be willing to dig a little deeper in their pocket!
- Happy Hour – Talk to your local bar manager about hosting a party at their bar by inviting all your friends and family (and their friends & family...) Get the manager to give you a set rate for all you can drink for an hour and then add \$10 to that which you keep for your fundraising.
- Theme Party/Dinner/Movie – Hold a theme party for your friends and ask for a \$50/person donation. Spend no more than \$20/person on the food. Be sure to add a fun theme (costumes anyone?) to the night or make it a game night!
- Cocktail Party/Happy Hour – Throw a "donate to the cause" cocktail party. Charge per head or hold a raffle.
- Decade Party! – Who doesn't want to relive the 60s, 70s, 80s and now....90s!! Hold a theme party for a bunch of your friends and their friends. Donation: \$30 per person. Spend no more than \$10 per person on the food and you'll have \$20 per person or more to take away that night.
- Battle of the Bands Party – Do you have friends who can play piano, guitar or sing really well? Ask the owner of a neighborhood bar to let you bring friends in one night for great cocktails and great music. Charge at the door and let patrons know it's a benefit event.
- Poker Night – Host a poker game with the winning proceeds being put in a 50/50 split-50% goes to the winner and 50% goes to your fundraising.
- You Say It's Your Birthday? – Ask for donations instead of gifts. This is a very simple way to raise money and it'll be a lot easier for your friends and family to write a check instead of spending hours trying to shop for you!
- Auction Ideas – Movie theater tickets, local performing arts theater, local artist, jewelry, paintings, pottery Business Cards – Print up some inexpensive business cards for your fundraising efforts. Be sure to include your name, website, date and location of the event, and of course AKA's name and mission statement.
- Radio Station – Call your favorite radio station and ask them to make an announcement on the air. They may even interview you!
- Hair Salon – Ask your barber or hairdresser to donate \$2 of every haircut they complete over the weekend. Be sure to provide them with a sign for their workstation letting their customers know what they are doing and where the proceeds go.

- Mow-a-thon – Ask your neighbors if you can mow their lawn for a \$50 donation. Create flyers advertising this and letting them know a set weekend you will be doing this along with your name and email/phone. Even better, if you have kids, get them involved and have them do the mowing!
- Water Bottle - Fill an empty water bottle with dimes – it equals about \$100! This can be a fun challenge for a workplace, school, or family or a given amount of time!
- Balloon Pop - Have friends/team collect prizes or donate goods/services. Put a description inside balloons then inflate. People receive a balloon for a suggested donation, pop it and see what they've won! Can have 2 tiers of balloons - \$5 with guarantee \$5 min prize, and \$10 balloons which may have higher value inside.
- Extra Change Jar - Create these little boxes for your friends and family, hair salon, or other places you frequent. At the end of the day, they can drop that spare change in the box, or patrons to their business can contribute.
- Creative Friends - Find a local artist or ask a creative friend if he/she would donate a piece of art or some jewelry that you can auction off.
- Restaurant Giveback Nights - Ask your favorite restaurants about having giveback nights. You bring in customers (and prove it by giving our vouchers or flyers that they hand in with checks) and the restaurant donates a portion of the sales from those customers back to your fundraising account.
- Chinese Auction - Ask friends and local businesses to donate items. Save them all and have one big Chinese auction. You can do this at a party that you hold or at your work.
- Gym/Workout - Ask your gym to place a Pledge Jar at the front desk!
- Spinning Class - Have a stack of pledge forms with you and ask your spinning instructor to make an announcement in class.
- Hair Salon - Ask your barber or hairdresser to donate \$2 from every haircut they complete over one weekend.

### **Workplace Involvement**

- Corporate Matching Gift – Ask your company to match the amount of donations made by you and/or co-workers.
- Office Fundraising Challenge – Encourage your co-workers to challenge each other to raise the highest amount of money. Departments can compete. Give the winner a prize, such as movie passes or a gift certificate to a restaurant of their choice.
- Penny Wars – Employees will get competitive! Create department teams, set a duration (week, month) and outline the rules (there's many ways to tally – as long as there's positive and sabotage points!)
- Collection Jar – place a jar in a common area for loose change contributions
- Dress Down Day – Ask your company to allow an official Dress Down Day. For the privilege of dressing down, employees donate \$10.00 towards your fundraising efforts.
- Bake Sale – It's not just about cakes and cookies! Include preserves and muffins, hold guess-the-weight of-the-cake competitions and serve refreshments.
- Donuts/Bagels/Cupcakes – Everyone needs breakfast or snacks! Buy (or bake) a box of

goodies on the way to work, and sell them at the office for \$1 each! See if you can have them donated or lower cost to you, so you get more money from those that purchase!