

Fundraising

A to Z



A

- Ask everyone you meet:** Always carry a sponsor/donation form with you so when you talk to people about the Walk to Defeat ALS®, you can ask them to donate right then. Make sure the top few donations on the form are significant; other people are apt to follow suit. Conversely, if you start with a \$2 contribution, others may follow with \$2. Don't prejudge whether people will give—just ask! While you're at it, ask them to join your team! Check out the Prospective Donor Worksheet on our website for a checklist!
- Auctions:** Hold a live or silent auction for various items. BE CREATIVE! For example, a prime parking space at work, a half or whole day off from work, team members to work a day for someone, a picnic lunch prepared by your team members, OR other items such as collectibles or sports memorabilia.

B

- Babysitter Service:** Give parents a rest and baby-sit their children for a donation.
- Bachelor/Bachelorette auction:** Grab a few of your outgoing single friends and host a bachelor/bachelorette auction at a local bar. Winner gets a date with the stud/studette (add a silent auction for the evening). Recruit restaurants to donate the costs of their meal!
- Backyard Movie Night:** Who wants to spend \$10 on a movie ticket and another \$10 for popcorn and a soda at a pricey theatre? Host a backyard movie night by projecting your movie onto a white sheet or big blank wall. Lay out inflatable furniture and lots of blankets and pillows! Of course you'll charge for snacks and admission, but they will be reasonably priced - and for a great cause!
- Bake Sale:** Bake lots of homemade goodies and sell them at work or at a busy place (Wal-mart, Church, etc.).
- Birthday Gifts:** Ask for donations instead of gifts on your special day! Check out Participant Center for an email template asking friends to make a donation to a great cause!
- Block Party:** Organize a neighborhood block party. Sell food and drinks and charge admission.

- Boss for A Day:** This one is fun! Allow people to bid on being boss for the day.
- Brown Bag Lunch Week:** Encourage employees to bring in their own lunches for a week and donate the money they would have spent to the team.

C

- Cake Walk:** Get team members to bake cakes. Walkers purchase tickets for the opportunity to participate in the cake walk. Place numbers in a circle and when the music stops, participants run to the nearest number. An emcee calls out a number and the individual closest to that number wins a cake.
- Car Bash:** Secure an old car; write "ALS" in large, bold letters across the car. For a donation, participants get to swing a sledgehammer and "Smash ALS."
- Carwashes:** People always need a good carwash. This is a great fundraiser for students and adults, alike.
- Cell Phone Fines:** Who hates a cell phone going off during a meeting or in the office? Fine employees \$5 every time they forget to silence their cell phones.
- Challenge by the Boss:** Get your boss to agree that if all team members raise their minimum \$100, that she will kiss a pig, get a pie in the face, etc.
- Coin Drive:** (Great for students) Place a large jar in the cafeteria and ask students and staff to contribute their left over change from lunch. **VARIATION: Penny Wars:** Drop change in jars to compete against other departments, classes, bank branches. Pennies are worth positive points; silver coins and cash are worth negative points. "Sabotage" the other jars by dropping silver or dollars in them.
- Coin Toss:** Get permission from the local mall to collect all coins tossed in the fountain for a designated time period. Be sure to have signs stating that the coins will be donated to The ALS Association's Walk to Defeat ALS®
- Concession Stands:** Get permission to sell concessions at a local sporting event or community event.
- Craft Fairs:** This fundraiser is great year-round. Set up a booth at a local festival and sell crafts made by team members.

D

- Dance Off:** Students hold a school dance, or adults organize a dance at a local club. Ask a DJ or band to donate services. Sell refreshments.

- Dog Walkers:** Walk the neighbors' dogs for a donation or dog sit while pet owners are on vacation.
- Donut Days:** Get donuts donated from a local bakery and sell at work or school.
- Dress-Down Days:** Have employees pay to dress down at work. This can also work with schools that require uniforms (with permission). Ask your boss if fellow employees can buy a paper sneaker for \$5-\$25 and get to "dress down" on an assigned day. We have paper sneakers available for you to use.

E

- E-mail:** Send E-mails to your friends, family and co-workers asking them for donations and to join your team! Check out your Walker Headquarters, where we've already written the emails for you! You just have to click SEND.
- E-mail Signature:** Add your fundraising page link to your e-mail signatures both personal and work e-mail (ask the boss first if it is your business account).
- Errand Service:** For a donation, run errands for those who don't have time to do their own.

F

- Fear Factor Challenge:** We know the show hasn't been on for years, but who doesn't love a good gross out? Charge people to vote for the sordid tasks for the competitor. Gross ideas include eating tablespoons of mayonnaise, smelling rotten milk (and not barfing), and holding a tarantula or cockroaches. Ew!
- Fish Fry:** Hold a fish fry at your church or community center and charge \$5.00 per plate.
- Firefighter Fashion Show:** Recruit your local men in uniform to strut their stuff down the catwalk in items on loan from a department store. Make sure someone's still at the station, though, because this fundraiser can get pretty HOT!
- Flower Sales:** You don't even need a green thumb to do this fundraiser! Work with local florist or wholesaler to sell bouquets, potted flowers, or individual stems at your school or place of work. Try this around Valentine's Day or other special holidays.
- Follow up on your asks:** Your friends and family want to help! They may have just forgotten! Call, email, or send a postcard to the people who haven't donated yet.

G

- Game Night:** Invite friends to your house to play board games, charades, etc. You can charge your friends an entry fee and maybe they can even "bribe" their way to a win!
- Garage Sales:** One man's trash is another man's treasure! Join together with your teammates for a rocking Garage Sale and turn your trash into much needed treasure for ALS care and research!
- Golf Tournament:** Hold a golf tournament with the proceeds benefiting your Walk team. Looking for a fluffy spin on the classic golf tournament? *Check out M for Marshmallow Golf!*
- Guest Bartender:** Friends with your local bartender? Ask him/her to put a sign up one night that says all tips get donated to The ALS Association. Or talk to a local bar about being a "guest bartender" for a night for a cut of the profits or cover charge (as long as you help promote the night!).
- Guitar Hero Competition:** Charge your friends entry and create brackets! Your friends can also pay to play the songs they're best at and even to *gasp* bump another player out of the competition!

H

- Hat (or Cap) Day:** (Great for schools) Students can make a donation to wear baseball caps or silly hats to school for the day.
- Haunted House:** For Halloween, organize a haunted house and charge admission.

I

- Ice Cream Socials:** Plan one at your place of work or with friends or children. Ask for a donation to attend. Sell ice cream and tell them that the proceeds are going to your Walk team. This also makes a GREAT team get together!
- Incentives for your donors:** Tell everyone that for every \$50 they donate, they get a chance to win something (for instance, your world famous brownies, or a spin in your fancy new car).

J

- Jail & Bail:** For a donation, employees can be arrested. For an additional donation, they can post their own bail or employees have a bounty posted on the heads of fellow employees and they are not set free until the entire bounty is raised (\$100 or more per inmate).
- Jewelry Sales:** Work with a wholesale company to sell jewelry, with your team receiving a portion of the sales or host a jewelry party at your home with a portion of the sales benefiting your team.

K

- Kitchen Tools Sale:** Work with a Pampered Chef Consultant (www.pamperedchef.com) to hold a kitchen show. A portion of the sales will benefit your team.

L

- Lawn Service:** Mow your neighbors or your family's lawns for donations.
- Letter Writing:** Send letters to friends and family explaining what you are doing and why. Tell them your personal goal and ask for help. You could even write a letter from your pet to your friend's pet! We have tons of great samples available on our website!

M

- Make 10 copies of this list:** Send the copies to friends and family and ask them to choose one thing on the list to help you fundraise.
- Matching Gifts:** This is a great way to double your donations. Ask your company to match what you raise. Many companies already have a Matching Gift program in place. This is FREE money that can double what you donate. Don't forget to ask your donors if their company contributes!
- Marshmallow Golf Tournament:** Use marshmallows and set up 9 holes in the office to see who can be the most accurate with the puffy treat.
- Monday Night Football Party:** Your sports fans friends will love this one! Provide refreshments and charge admission to the game.
- Money Jars:** Place jars where you work, on your desk, or on store counters with info about The ALS Association and the Walk to Defeat ALS® on the front.

N

- Night at the Movies:** Invite your friends over for a night at the movies. Charge admission, have popcorn, candy, and drinks to sell too.

O

- Odd Jobs:** Ask neighbors or family if you can do their odd jobs for a donation.
- Office Olympics:** Ask management for a Friday afternoon and host stapler competitions, copy paper box races, chair races, cubicle obstacle course, and many more.
- Ornament Sale:** Get together with your team and make Christmas ornaments. Sell them for a donation.

P

- Party With a Purpose:** (aka Neighborhood Parties) Throw a neighborhood party and put the money towards your team.
- Payroll Deduction:** Employees can make their own contributions by having them deducted directly from their paychecks. A little each week can grow into a large amount! Contact your local chapter to find out about any paperwork that may need to be filled out!
- Pizza Sales:** Work with a local pizza parlor to give you a percentage of the pies that you sell.
- Poker Run:** With four-wheelers or motorcycles. \$10 entry fee per vehicle. Riders stop at five different hospitality stops and playing cards are given out. At the end of the trip, the person with the best poker hand is the winner.
- Pup Parade:** Gather all the pooches in your neighborhood. For a predetermined amount (\$10, \$20, \$30), people bring their dog and go on an organized "walk" together. Host a cute pet contest or crazy pet costume contest and offer prizes. Pet stores like PetSmart and Petco may even offer to bring goodies and coupons to your event, so don't forget to ask them!

Q

- Quilts:** Sell quilt squares in honor and memory of people with ALS; squares of 4X4 for \$5; 8X8 for \$15; 12X12 for \$25. Have employees make the quilts themselves. Also, you can raffle off a handmade quilt that was made by someone on your team or donated to the team.

R

- Raffles:** Just like auctions, raffles can accommodate many items. You can raffle off homemade items or items donated from local businesses.
- Raffle a Day Off:** Ask your boss or the owner of the company to donate a paid day off to the winner of the drawing. Sell tickets for \$5-\$25 to your co-workers (this is an easy way for most companies to contribute without donating cash).
- Restaurant programs:** Many restaurant chains have programs where they'll give a cause 10-25% of the night's profits when customers bring in a flyer. Ask your local manager today and pass out copies of the flyer to everyone you know - and don't know!
- Roll Those Pennies:** And, while you're at it, break open the piggy bank and start rolling all of those coins that you have been collecting.

S

- Social Networking:** Use Facebook and Twitter to reach out to friends you may not see every day, or whose email addresses you may not have! You'd be surprised at the generosity! Make sure you thank them, and others will be sure to follow suit!
- Sports Tournaments:** Organize sports tournaments at a local school gym or community center and charge an entry fee.
- Starbucks Sacrifice:** Do your friends spend a ridiculous amount of money on coffee? Ask them to donate what they would have spent on a pricey cup of Joe. \$5 from 10 people is \$50!
- Swear Jar:** Ever let those teensy four-letter words slip? Oops! Assign money values to the words based on how bad they are and enforce it! Did Dad drop the S-word? A quarter! The F-bomb? A dollar! Consider placing jars at home and work. Make sure you stay on Curse Patrol!

T

- Team Spirit Day:** Each employee pays \$5-\$25 to wear their favorite team t-shirt, sweatshirt
- Team T-Shirt Donation:** Don't just GIVE your team t-shirts out! Sell these coveted items to your team members. Better yet, make them have a certain amount of money on their OWN fundraising record! This is easy to track in the Participant Center Team Roster!

U

- Ugly Sweater Contest:** We bet your friends have ugly holiday sweaters they're just dying to rescue from the attic. Hold an Ugly Sweater Contest! Have people vote using dollars. The sweater with the most votes (dollars) wins and all the proceeds are donated to the Walk to Defeat ALS®! You could also split the winnings 50/50 with the winner!

V

- Vacation Day Drawing:** Get your employer to agree to raffle off a vacation day with pay. The raffle money raised will go to your Walk team.
- Vendors:** Do you work closely with Vendors at your business? Don't forget to ask them for support! You support their business; perhaps they can support your cause!
- VIP Parking Spot:** Have a fundraising competition amongst your co-workers and the winner gets one week or one month of parking in the coveted spots closest to the front door!

W

- Wall Of Fame:** Put up large, colorful "Look Who's Walking on Our Team" posters with baby pictures of those employees who have signed up to walk, along with current Polaroid pictures of walkers. Have everyone donate a dollar and guess whose baby picture is whose. The winner could also receive a small prize (lunch on the company, a Walk to Defeat ALS® shirt, an extra break, designated parking for a day, or whatever incentive you think will encourage participation).
- Walk to Defeat ALS® Paper Pin-Ups:** Sell shoes for \$1 - \$50. You and your co-workers can hang them in offices/break-rooms/hallways. Display the sneakers in a well travelled place so people can see who's supporting your team. This is a great way to spark inter-department competitions. Who has more pin-ups?
- Wedding Wishes:** Getting married soon? Consider making a donation to The ALS Association and the Walk to Defeat ALS® instead of giving away favors to your guests.
- Wiine and Wii Party:** Who doesn't love a wine party? Who doesn't love to play Wii? Have the best of both worlds with this super fun (and guaranteed to be hilarious) evening. Topsy Tennis and Buzzed Bowling? Yes, please!
- Wristbands:** Sell Fighting Lou Gehrig's Disease wristbands. This is a great way to raise money for your team and spread awareness at the same time. Go to your chapter's website and order your wristbands online.

X

- Xtra Cents:** (Great for bank and credit union teams.) Donate the extra cents from your deposit to the bank's Walk to Defeat ALS® team. Place a sign at the teller line and drivethru window. "The CURE for ALS may be in YOUR POCKET." Indicate that all proceeds benefit The ALS Association's Walk to Defeat ALS®.

Y

- Yard Sales:** Clean out those closets and have a yard sale. You can do this individually or with your team. The money raised will go to your Walk team.

Z

- Zumba®-thon:** Start your own Latin-dance fitness party! You don't even need to hire an instructor; the game is available for Wii. Your friends and family will not only get a great workout, they will have a blast shimmying and shaking to Latin and International beats! One team did this as a fundraiser and made over \$2,500 with 100 participants!