

FUNDRAISING IDEAS



ASK! ASK! ASK!

1. **Your Participant Center:** Send emails from your team homepage. Customize your fundraising webpage with a picture and your personal story. Email your fundraising letter to friends, family, and co-workers. Ask them to support you. Your email should have a direct link back to your website.
2. **Never miss an opportunity:** Now is not the time to be shy. Let everyone know that you are participating. When they ask why, the conversation door has been opened. Take this opportunity to tell them why you have chosen to take on this challenge. Let them know your hope and purpose is to close the gap between opportunity and achievement for low income children. Let them know what your fundraising goal is and then ask for a donation.
3. **Adopt a Kilometer:** Ask donors to adopt a specific portion of your run/walk at a suggested price. For example, a potential donor might adopt kilometer 2 because they have 2 kids.
4. **Corporate Matching:** Take advantage of corporate matching gift programs. Many of your donors may work for companies that have a program like this—their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift (go to <https://www.matchinggifts.com/rit/>).
5. **Advertise while you walk:** Ask local, corporate companies to sponsor your efforts and in return you will offer to wear their shirt for advertising while training.
6. **Spare Change:** Ask all of your friends, family, favorite restaurant or local pub to put aside their spare change in a jar for donations of spare change. Decorate it with inspirational quotes, pictures, blue ribbons. Anything to get people's attention. Put these out somewhere obvious so you're sure to get some attention. Every month or so, empty it out and let everyone know how much "a little at a time" adds up! This is a great idea to put into action at work, too.
7. **Birthday, House-Warming, Wedding Gift, Retirement Gift, and National Holidays:** In lieu of a gift for any special day/occasion, ask your friends and family to make a donation to the Community Storehouse.
8. **Ask your doctor(s), dentist, veterinarian, chiropractor, therapist, yoga instructor, personal trainer, lawyer, insurance agent, auto mechanic, neighbors, and hair stylist:** If not a donation in form of a check ask for donations then perhaps in the form of haircuts if your hair stylist or other services!

9. **Tribute Donations:** Encourage your donors to make their donations in "honor of," "support of," or "memory of" someone. This is a great way to let them feel very much a part of your experience. Suggest a donation amount for them to sign a shirt or a placard that you will carry with you at the event, or print their names on a twist of blue ribbon that you will pin to your shirt.

10. **"Sit or Spin" for Donations:** Baby-sit, pet-sit, house-sit. Offer services to the neighbors to get them involved. Hit up your spinning class instructor and classmates. Set a goal at the beginning of the class, and if it's met, everyone donates \$1 per mile—or \$1 per minute.

ONLINE/SOCIAL MEDIA

11. **Email Chain:** Ask everyone to forward your fundraising email to 10 more people! (Get Community Storehouse's logo to add to your email signature).
12. **Facebook App:** Boost your fundraising efforts and promote your participation by promoting with Facebook. Your posts should include a link directly to your fundraising page. Ask 10 friends to change their Facebook status to a message asking for donations for you.
13. **Photos:** Change your Facebook profile or cover photo to a Community Storehouse image. Get one from the Fundraising Toolkit. Then ask for donations in your status updates.
14. **Blog:** If you have a blog, Tumblr, or somewhere you share your thoughts online, write some dedicated posts.
15. **Twitter Challenge:** Set a challenge for your Twitter followers with a specific donation amount and deadline, e.g., \$20 per follower by the end of the month.
16. **Time Bomb:** Set an online challenge for yourself where you will do something crazy/silly/adventurous if your fundraising goal is met by a certain date.

IN YOUR COMMUNITY

17. **Dog walking for donations:** Send out a flyer to your neighborhood offering your services to dog walk or dog-sit while the owners are out of town.
18. **Lemonade, anyone?** Have a yard sale with a lemonade stand, or just a lemonade stand. This is a great way to get your kids or neighbors involved and have them feel like they are joining you in making a difference.

19. **Garage Sale:** Ask all of your friends and neighbors to participate by donating items for sale. Make signs that indicate all proceeds are going to the Community Storehouse. Ask your local paper to run an ad as their contribution. Add a bake sale and/or lemonade stand, and have a straight donation jar visibly displayed.

20. **“Thons”:** Cut-a-thon (hair salon), Mow-a-thon, Shovel-a-thon, Rake-a-thon, Tread-a-thon. You name it. You can do it for donations. You can even use local Scout troops to help be your people-power for this fun activity.

21. **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.

FUNDRAISE AT WORK OR SCHOOL

22. **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. Encourage the math classes to assist with counting, predicting and rolling the change. This is a great way to involve the entire school. You can hold this event multiple times; every week or every month.

23. **Personal vending machine at work:** Have you ever wondered how much money the vending machine at work clears in a single week? Find out! Purchase some of the office favorites in bulk (or better yet have them donated!), mark them up, and sell them from your desk for \$1 or \$2. If you have a way to keep them cold, do the same with bottled water and sodas.

24. **Lunch Room:** Put up a display in the lunch room at work (a sign with your picture and a note about what you are doing); be sure to include a jar for donations and a stack of your donation slips.

25. **Dress Down Friday:** Ask your boss if you can host a “Dress Down Friday.” Employees buy a button and get to dress down on an assigned day.

SPREAD THE WORD

26. **Signing Your Correspondence:** Get in the habit of signing your correspondence with your name followed by your direct web link. You’ll be surprised at how many people will ask you what it means. You can use this method for letters and emails.

27. **Voicemail:** Change your voicemail and answering machine messages to announce the fact that you are participating. This will be news to some and a reminder for all!

28. **Labels/Business Cards:** Create (or order) return address labels and/or business cards that state, “I’m participating in the Run In the Dark. Will you sponsor me?” Don’t forget about the templates we have in the Fundraising Toolkit.

29. **Speak at your place of worship:** Ask your local place of worship if you can speak to their congregation about the Community Storehouse and your commitment after a service and set up a table to collect donations afterwards.

TAP LOCAL TALENT/BUSINESSES

30. **Ask your yoga instructor or personal trainer for a donated class:** Invite your friends to attend a special yoga/ aerobics/step class donated by a trainer. You ask for a specific suggested donation amount at the door, and the trainer gets the chance to build their client base. It’s a win-win for all.

31. **Car Wash:** Go to your local car wash and talk with the owner/manager about doing a fundraising event there. Many people go to the same car wash every week. Post flyers a week in advance, then spend a few hours talking with people about what you are doing at the cashier stand. Hand people a flyer, accept donations!

32. **Car Wash—Take Two:** Hold a car wash—either in your neighborhood, at your place of worship, or at your place of business. Ask local businesses to donate the supplies you will need and ask your friends to help wash. Add a bake sale; sell chilled bottles of water (that have been donated). If you have enough help, consider adding a dog wash!

33. **Play Tickets:** Ask your local playhouse to donate tickets and then auction them off. Better yet, ask them to donate season passes!

34. **Creative Friends:** Ask a local artist or creative friend to donate a piece of art or jewelry that you can auction off. If you aren’t creative yourself, ask a friend to design a thank you card or blank note card that you can package, tie up with a ribbon and sell.

35. **Happy Hour:** Wear a shirt to Happy Hour and ask people to sign it for a \$10 donation. Ask the DJ to announce that you are in the bar.

WORK IT!

36. **Use Your Talent:** Offer any talent or skill that you have for a minimum donation; graphic design, massage, hair stylist, make-up stylist, photography, computer skills, sewing, music, baking, cake decorating, etc. Ask talented friends to donate their skills to your fundraising effort. Tie-in ideas with holidays, celebrations and party themes (weddings, makeovers, baking party, holiday portraits).



Call 817-431-3340 or visit us at
<https://www.communitystorehouse.org/> for
Fundraising Toolkit ideas. For questions email
lisa@communitystorehouse.org.