



# **FUNDRAISING IDEA HANDBOOK**

(updated April 2017)

## Introduction to Fundraising

There are several ways your organization can fundraise for the coming year. Enclosed are several ideas that will help you develop a fundraising activity for Community Hospice & Palliative Care Foundation. There are four key components to fundraising:

1. Motivation
2. Planning
3. Support
4. Having Fun!

These four components will ensure you have a successful fundraising campaign. The more creative you are, the more successful your fundraising campaign will be.

### Getting Started

Following are some tips that can assist you in the start-up of your fundraising activities:

- Learn about the cause and educate your employees/audience about Community Hospice & Palliative Care (Read our educational materials and ask for our informational video.).
- Determine the number of people/staff/clients who can assist you in raising funds.
- Invite someone from Community Hospice & Palliative Care to visit you and your organization.
- Ask questions and call on the Community Hospice & Palliative Care Foundation for advice, feedback and support.

### Now That You're Ready

Following are some steps that can be used as a guideline to organizing your event:

- Form a planning committee.
- Establish goals.
- Brainstorm ideas.
- Select an event.
- Identify your audience and potential reach.
- Schedule the event.
- Create a budget (both financial and human).
- Plan promotion and publicity.
- Collect the funds.
- Thank everyone.
- Celebrate your success!

## Sample Fundraising Events and Activities

Holding a fundraising event is a great way for your organization to have fun and improve morale of employees. Every person enjoys helping others. It is also a great way for your organization to raise its corporate profile and build awareness within the community. Following are examples of fundraising events your organization can use to generate funds for Community Hospice & Palliative Care.

### A-thons

There's no limit to the type of "a-thon" fundraisers sponsors can organize. Walk-a-thons, bike-a-thons, bowl-a-thons, swim-a-thons, skate-a-thons (ice or roller skating), see-saw or swing-a-thons, read-a-thons, rock-a-thons (rocking continuously in rocking chairs). The only limit is one's imagination and ingenuity.

#### **Bike-a-thon**

Participants get sponsors and individuals to pledge for every mile they ride. The route should be planned for approximately 15 miles. Make sure all participants wear helmets, and that first aid is available on-site. You may want to have participants sign a waiver. A variation is having several groups riding on different routes. The second group starts once the first group arrives. The chain of routes can cover part of a city, counties, from store to store, etc.

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

Participants collect pledges and then bowl a set number of games. Prizes are awarded for the bowling, as well as for the groups that raise the most money.

#### **Dance-a-thon**

You don't have to be in school to take part in or stage this kind of event. Most everyone enjoys dancing for fun and exercise. Make use of pledges and try a marathon dancercise class. For spectator appeal and a chance to charge admission to your event, invite ethnic dance groups, jazz and tap schools to put on a demonstration.

A Dance-a-thon is also an excellent opportunity for fitness facilities and dance studios to gain exposure in their community. These groups can provide an open house and an opportunity for participants to dance their way to donating dollars through pledges for each hour danced.

#### **Rock-a-thon**

Stay in rocking chairs for a long period of time. Most are 24 hours in length. Individuals and sponsors pledge based on the amount of time spent in a rocking chair. This is an easy way to generate funds and exposure.

#### **Skate-a-thon**

Use your contacts to get a skating rink donated for a couple of hours. Participants get sponsors and individuals to pledge for the number of hours or laps they skate. Have a concession stand to raise additional funds (ideally, food and concession stands at the rink can be donated as well). Make sure you have enough volunteers and first aid.

### **Swim-a-thon**

Each swimmer who competes in a swim-a-thon must complete a set number of laps during a designated day. Individuals and sponsors are recruited to pledge a certain amount for each lap completed.

### **Walk-a-thon**

Participants are encouraged to collect pledges for each mile walked on a designated walking route. This is a perfect, highly visible event for families, youth groups such as schools, and the elderly and large employee groups. The planned route should be seven miles long. Also create a shorter three-and-a-half-mile alternative route. Make sure to plan for first aid, washrooms, refreshments and volunteers.

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

Arrange jobs for children from your organization to help elderly people who cannot afford to pay for work they need done. The kids get sponsors and individuals to pledge so much an hour for the work to be done (at no charge to the seniors). Set a date when the money is due so it will be easier for the kids to collect from sponsors and individuals.

## **Auctions**

An auction is not only a great way to raise funds, but it is also a lot of fun for everyone involved. People are interested in auctions because they think they may get a bargain. It is an excuse to buy something they want but would not necessarily buy otherwise, and they get caught up in the excitement generated by the auctioneer. A fun atmosphere paired with competition gets people spending.

The majority of the work for an auction is done prior to the event. Ask your employees to secure prizes and solicit volunteers. Select a location where you have enough room to display your items and accommodate a crowd. Make sure you widely promote your event well in advance, especially at the location you will be using. You should sell tickets, which sometimes can include a meal or a drink, in advance. Provide your auctioneer with an accurate list of items, and let him/her know what your fundraising goal is. You should have volunteers for taking tickets, delivering items, collecting payment, spotting for the auctioneer and setup of the auction item tables for viewing.

There are many varieties of auctions. One example is a Silent Auction. This is an auction where there is no auctioneer. Bidders write their bids on bid sheets placed next to the item. A closing time is established for all bids, at which time the last bidder is successful. Make sure you assign minimum bids to all items and have an assigned increment for raising bids on higher value items.

Both silent and live auctions can be a lot of fun and involve the community in your event. Items that can be auctioned include one-of-a-kind or limited editions, jerseys, helmets, pucks and/or balls signed by professional athletes, getaway packages, once-in-a-lifetime experiences such as lunch or a round of golf with a celebrity, "Bachelor/Bachelorette" auctions, etc.

Themes can also work well for auctions, such as Black-Tie Auction, the Celebrity Auction, Food Auction, Chinese Auction, Photography Art Auction or Wine Auction.

## **Bake Sales**

Everyone is familiar with a bake sale. To make it more interesting and profitable, try the following:

- Select a site (your business, the mall, a sporting event, etc.).
- Design an entry form.
- Create categories (most extravagant, most imaginative).
- Solicit baked goods entries from your employees, families, friends, community and church groups.
- Collect entry fees.
- Have judges to announce winners.
- After the judges announce the winners, the baked goods will be sold to raise additional funds.

## **Book Sales**

A book sale can be a popular and profitable employee event. Have employees bring in books from home to sell to each other, clients and friends with the proceeds going to Community Hospice & Palliative Care Foundation.

## **Car Wash**

A few buckets, sponges, some mild dish detergent, soft towels, water and lots of elbow grease are all it takes to turn a few spare hours into extra cash. Prices can range from \$2-\$5. Three volunteers per car is the rule of thumb. The best locations are gas stations and shopping mall parking lots.

## **Casino Night**

Organize a casino night where participants play a variety of casino games with "fun money." Selling tickets to the event raises funds. There are many variations of a casino night, such as:

- Have an auction where participants can bid on items based upon the amount of "fun money" they have won over the course of the evening.
- Have an auction where participants buy items with real money.
- Have a drawing on a trip.
- Incorporate a 50-50 drawing.

Make sure you carefully consider your ticket price, have enough volunteers (approximately 15 for an event with 150 participants) and extensively publicize the event.

## **Cause-related Marketing**

"Driving business with a charitable tie-in" best sums up cause-related marketing, as does "doing well by doing good." The *1999 Cone/Roper Trends Report* found that consumers want to do business with companies that give back to their communities. Examples of cause-related marketing programs are:

- Donating a specific amount for each unit of a consumer packaged product purchased

- After-purchase redemption on package collectables (labels, UPC codes, tabs, etc.)
- "Giving Back Packs," or multi-brand sample packs with a donation element

Among the benefits of good cause-related marketing programs are increased sales (of a specific product or event product line) and employee and supplier involvement.

### **Celebrity Roast**

Have a roast for your manager, an executive in your organization, or a local sports celebrity. A roast is an event where friends and family of the roastee tell funny and interesting stories about that person. The key to a successful roast is having good speakers who can humorously deliver their messages. The individual to be roasted must be a good sport. Tickets are sold to the event, with the possibility of including a dinner, which will allow you to set a higher ticket price.

### **Chefs Galore!**

Find a location with excellent space and viewing possibilities, such as a country club. Establish 7-10 chefs who will donate time and food (possibly different ethnic foods). Put together an auction committee and have a silent auction. Sell tables at \$500 per round table of 8-10 people. The event can be a formal night out with an opportunity to taste several different types of food and to donate money to Community Hospice & Palliative Care Foundation.

### **Chocolate Sales**

Everybody loves chocolate! If you have a large group of employees or a large customer or client base, you can generate significant funds through chocolate sales. Among the companies that offer fundraising programs is World's Finest Chocolate at 800.561.4389.

### **Concession Stands**

There is an opportunity to sell food and refreshments at any event where people gather. Consider taking over the refreshment stand at a sports event or other affair, either one time or as a regular concession staffed by your employees. You need a location with lots of traffic, and preferably one with the necessary equipment already installed. If not, try to use your own equipment (grills, coolers); depending on what food items you are selling. With most concessions, volume is the key to profit. Make sure the foods that you are selling are appropriate to the venue.

### **Cookbooks**

Your selling point with a cookbook should be that most of the recipes it contains are original rather than clipped from other sources. Give considerable thought to design and illustrations. Theme your book (Food for Children, Decadent Desserts) and collect recipes from your employees. The price of your cookbook will be determined by the cost of production, promotion, distribution and selling. You can sell your cookbooks to your employees and friends and at fairs, tradeshow and other events and as gifts.

## **Coupon Books**

Produce a coupon book for an industry sector in your area (golf, dining, entertainment, etc.). Work with sponsors (golf courses, restaurants, etc.) to obtain discount prices that can be featured in the book. Once the books are completed, develop an agreement with a local merchandiser to sell the books for you (You may want to include the merchant in the book as a sponsor.).

## **Craft Sales**

Rent space to creative artisans in your community. Charge a flat fee for each day local artists and craftspeople exhibit and sell their handmade creations. Charge admission to the sale.

## **Customer Appreciation Day**

If you have a large customer base, a customer appreciation day is a great way to promote your organization and raise funds through donations or drawings. Allow your employees to use their creative talents (music, sport skills) to generate fun and excitement. You also can incorporate food sales (maybe a barbecue) and drawings (company products you would like to promote).

## **Dances**

Dances can be exciting and fun, especially when they have a theme. Popular dance themes are masquerade balls, square dances, barn dances and disco-style dances. Dance demonstrations, dance contests and dance instruction can be featured as part of your event. The kind of music you select, whether live or recorded, will determine your audience and ticket price.

## **Dessert Tasting Parties**

Tastings can be held at halls or hotels, depending on the size. Try to get the location to waive their room fee or sponsor the event. Local restaurants, cafes, etc. will probably be willing to donate for tastings as these could also be beneficial to their business. People pay a small fee to try the different desserts and concessions to go with the desserts, like coffees or teas, also can be sold.

## **Dinners or Banquets**

Dinners can be large or small, depending on the amount of time and resources (human and monetary) available to you. Big dinners can be at halls or hotels, where speakers and entertainers can add value to your event or program. Try to get your location donated, or ask the location to sponsor your event. Small dinners can be very profitable. Many sports teams sell tickets for spaghetti dinners.

Members of the team, friends and families will then prepare and deliver the dinner. Once again, the most profitable approach is to get food and supplies donated.

## **Entertainment**

The type of entertainment event you have depends on your imagination. The key to any entertainment event is good publicity and advance ticket sales. Having committed volunteers prior to and on the day of the event is a must. Some examples of

entertainment include:

### **Fashion Show**

A fashion show can take many different formats and can take place in a mall, auditorium, nightclub or even private club. Use your contacts in clothing and retail merchandising. Use celebrities in your community, if available, to create excitement and visibility. Using children to model is also very entertaining. Key people will include your models, backstage dressers, a commentator, concession stand volunteers and a clean-up crew. Using themes such as children's wear, swimwear or fall seasonal wear is also very effective.

### **Concert**

Getting well-known entertainers is the key. By having a popular performer, you will attract a larger audience to attend and therefore be able to charge higher ticket prices. The best-case scenario is when the talent is willing to donate their time. If not, you should certainly be able to obtain a discount, especially if you are providing good exposure for the entertainer (or get a corporate sponsor to help underwrite the cost of the performance).

### **Antique Car Show**

Get a location confirmed. Hockey rinks work best. Charge exhibitors a fee to come and display their car. Charge an entry fee for spectators. To generate additional funds, you can incorporate drawing and concession stands. You could also charge a fee to vote for your favorite cars and then present "people's choice" awards to the exhibitors.

### **Talent Shows**

Talent shows are fun and entertaining for everyone involved. Funds are generated through ticket purchases, although donations can also be taken. Try doing something interesting with your employees and their families. A unique idea is to have staff write a play and have the management team act it out. Use the creative people in your organization to take a lead "role" in this.

## **Entertainment™ Books**

Entertainment™ Books contain hundreds of valuable offers for the best restaurants, attractions, theatres and sports events in the area. Participating businesses provide these offers as a means of introducing new customers as well as supporting community fundraising. Entertainment™ Books make a great fundraiser because:

- There are no upfront costs.
- Books are issued on consignment.
- Any unsold books can be returned.
- Almost everyone knows "The Book."
- They virtually sell themselves.
- Promotional materials are provided at no charge.
- Full-time staff can assist you at any time.

For more information on Entertainment™ Books go to [entertainmentbooks.com](http://entertainmentbooks.com) and select the contact us link to get local telephone numbers.

## **Fairs, Carnivals, Picnics, Barbecues**

These types of large events are the perfect opportunity to increase public awareness by



involving the community. Booths, tables and kiosks, staffed by members of your organization, are an excellent way to promote your business and generate funds through donations.

### **Flea Market**

Rent tables in a hall or space in a parking lot to people who are interested in selling possessions they no longer want or need. Charge an admission price. To raise additional funds, your group could also set up your own table. If you're not interested in organizing your own flea market, rent a table and gather unwanted items from your co-workers, friends and family and donate the proceeds to Community Hospice & Palliative Care Foundation.

### **Garage Sales**

It's just like a traditional garage sale, but it can be held in your parking lot. Have employees bring in items to sell to each other, customers and friends. This is an inexpensive way to generate a donation since the only requirement would be tables for the items and staff volunteering their time to run the tables.

### **"I Won't Come Down Until I Raise . . ." Campaign**

Get creative and put your boss or manager up on the roof of your business and keep him or her there until your fundraising goal is met. This is a great way to create exposure and to inform people that you are helping a great cause.

### **Jail and Bail**

The "arrested" have to call friends to raise funds to be set free. As an alternative, put a manager or assistant manager at the front of the store and have him or her solicit customers for a donation to "get out." He or she must raise a certain amount of money to "post their bail."

Or, find a local hotel to act like a "prison" for staff members to come serve a term (a few hours) as an "inmate." On a certain day, these appointed or volunteer staff members sit in "jail," which is a hospitality room, and they call to ask fellow co-workers, friends, family members, etc. to put up bonds to bail them out of jail. Have a set limit or time period as to when the "jail birds" can be released.

The bonds can then be donated to Community Hospice & Palliative Care Foundation. Ask local radio stations to get involved and then people in the community can help out by calling in and donating pledges to release the "prisoners."

### **Kisses for Kids!**

Order bulk cases of Hershey's Kisses and package them in plastic sleeves or small bags (10 or so in each). Create labels with regular laser printer labels that say "Kisses for Kids" (the icon logo may also be used). A volunteer can package them and label the bags. Sell these bags for a dollar each on Halloween, Christmas, Valentine's Day, or any day! The cost will be minimal.

## **Mile of Quarters**

This can be a multi-week event where your organization is out in the community collecting quarters. Then schedule one day or weekend at a highly visible location (i.e. malls) to display the quarters. A total of 63,360 quarters must be raised to equal a mile. The display location must be a secure area or site where you have volunteers/security to protect the quarters. This is an excellent media opportunity for your organization.

## **Rent a Manager**

Employees donate funds to have their manager do a specific job for one hour. Employees may pool their funds and decide on the job as a group to make it more interesting. Managers must be willing to participate for it to be successful.

## **School-Specific Ideas**

### **Spirit Chains**

Homerooms can sell paper links (use school colors) for 10 cents each (or any price) and the links are assembled in a giant chain. Homerooms then compete for who has the most school spirit by building their chains as long as they can. Decorate classrooms or the gym with the paper chains. Provide incentives for the winning class, like a pizza or popcorn party. If necessary, this can be paid out of funds collected as a project expense.

Same idea can be used with traced hands using a theme of "joining hands to help kids" or with paper shoes to "walk" around school walls to aim for a "Miracle Mile." Kids can write their names and a brief message on their purchased pieces.

### **Penny Drives**

Set up a huge container in the school where students will be able to see it frequently. Students and staff can drop pennies in whenever they like during the designated fundraising time. At the end of the project (before donating), the pennies can be used for counting exercises for younger grades. For instance, counting by twos, fives, etc. or how many pennies make a dollar and so on.

## **Seinfeld Party/M\*A\*S\*H/Survivors Party**

Take advantage of a popular television program to provide a theme for a party. Charge admission and include a meal. In order for guests to enter, they must dress as one of the characters in the show. Have a cash bar and food on hand to generate additional funds. Have best-dressed and look-alike contests.

## **Social Events**

Social events are not only a good way to raise money, they are also an excellent way to help your members get to know each other better and to introduce new members to your organization. Your event can be formal or informal, limited to members of your own group or open to the entire community. Prices should be geared to the kind of event being held and the audience you wish to attract. If you're not interested in creating or organizing your own event, piggyback onto an existing event to expand reach and provide an additional fundraising opportunity.

## Sporting Events

Organize a sporting event with your organization. This could be an exhibition game against the local media or police force. You also could try to use local sports figures to generate fans and media interest. Charge admission and have concessions and raffles.

## Staff Deductions Lottery

Get all your staff to help Community Hospice & Palliative Care Foundation while also being eligible to win a monthly cash prize. The drawing will take place on the last working day of the month. Maintenance is easier when payroll deduction is used.

Following is an example of revenue and expense breakdown for a \$99 annual employee contribution:

- For 26 pay periods, you deduct \$3.81 per pay period.
- Monthly prizes are \$1,000, \$500, \$99.
- Employees can win the \$1,000 prize only once. After winning the \$1,000 prize, the winner still will be eligible for the \$500 and \$99 prizes. The \$500 and \$99 prizes can be won more than once and the winners will still be eligible for the \$1,000 prize.

Revenue:

400 tickets @ \$99	\$39,600
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Expenses:

Prizes:

12 @ \$1,000	\$12,000
12 @ \$500	\$6,000
12 @ \$99	\$1,188

Shrinkage:	\$ 1,000 (people who leave throughout the year)
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Total Expenses:	\$20,188
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<b>INCOME:</b>	<b>\$19,412</b>
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Remember: This example is based on 400 employees. Annual contribution and prize amounts can be adapted to meet your organization's size.

## Super Bowl Party

Everyone watches the Super Bowl, whether they're a sports fan or not. Have a party, charge admission, and have people bring lots of food. Do pools and drawings to raise additional funds. To make it more interesting, dress as your favorite player or make it mandatory to wear football clothing for entry. The same idea can be adapted for the Stanley Cup Playoffs, the Kentucky Derby and the World Series.

## **Tournaments/Contests/Games**

These are activities that will appeal to all ages and groups and will bring out the fun, competitive side of people. These events are fun to watch and can be organized for your employees or the community at large. People will pay a fee to participate because they want to help a great cause, they like to compete, and they may win a prize. These events will attract spectators, which help you generate funds in other areas such as concession stand food sales.

Although there are far too many events in this category to list, here are some ideas:

### **Tournaments**

Use any of the following activities to wrap an event around:

- Basketball
- Board games
- Cards
- Croquet
- Darts
- Fishing
- Pool
- Rope jumping
- Tennis
- Trivia

### **Golf Tournament**

Golf tournaments to raise funds for charity are extremely popular. Revenue is raised through entry fees, hole sponsorships, raffles, paying to play with a celebrity, silent auctions, etc. The event registration fee should cover the costs of greens fees, carts if appropriate, lunch and a door prize ticket. Sponsoring holes or the general operating costs of the event can involve companies.

### **Contests**

- Coloring
- Easter Egg hunt
- Eating
- Essay
- Frisbee
- Guessing
- Kite flying
- Treasure hunt

### **Games**

- Beanbag toss
- Bingo
- Corporate Olympics
- Dunking booth
- Water balloon relay

Competitions between or within stores or branches/departments of organizations can also be fun and effective. You can hold competitions between cashiers, front end vs. sales floor, or stores/branches within the district or region. Track progress daily to build and maintain excitement. Challenge managers/supervisors or district managers, etc. Prizes can be awarded based on a number of criteria (i.e. dollars raised, highest participation, best costumes, etc.).

### **Travel Draw**

Take advantage of your employee contacts. Develop a committee of people in your organization who may have business contacts in the travel and entertainment industry. Obtain airfare, accommodations and tickets to events (theatre, sports, etc.) that can be packaged into one ticket that can be sold throughout your organization and/or to the public.