



## Fundraising Toolkit

There are many creative ways to raise a few bucks for Walk for Warmth. Remember, this is the ONLY fundraiser in your community that gives 100% of the proceeds back to the cause: keeping our friends and neighbors warm.

### During your everyday:

- Wear money pinned to your lapel: When asked why, spend 15 seconds telling them what you are doing and invite their donation to a great cause.
- Consignment Shops: Take your old business suits, clothes, and accessories to a consignment shop. Ask the owner or manager if you can put tags on each item indicating that all funds for the item will go to the Walk for Warmth. Mention this idea to friends and they might give you their gently used items, rather than donating them to another organization. A real win-win...your friends get rid of their old items and get a tax deduction, and you get the funds.
- Ask your leasing office of your apartment if the neighborhood can over-write their rent checks by the amount they would like to donate. The office can keep track of the overage and write you the check. Then write your apartment complex letters letting them know about the giving opportunity.
- Approach a local arena and see if you can get a group of friends to work at the concessions and earn \$40 a person per night for hockey games, concerts, etc.
- Matching Grant Applications: Organizations such as Wal-Mart and Sam's Club have a matching grant program. All you have to do is ask about it and fill out a matching grant application.
- Birthday party with donations instead of gifts/Donations in lieu of anniversary gifts

### Feed them and they will give:

- Bake Sale: Not just cakes and cookies - include preserves, guess-the-weight-of-the-cake competition, and have refreshments.
- Donut/Bagel Day: Buy a box of donuts or bagels on the way to work and sell them at the office for \$1 each for a great cause!



- Pet Goodies: Make doggie or kitty goodies and sell them at local dog parks or pet stores. Once the pets get a whiff, the owners will have no choice but to purchase one.
- Coffee Morning: Invite friends to a "Cakes and Coffee Morning." This is an easy way to make at least \$5.00 a person.
- Office Breakfast: Whip up some old-fashioned pancakes for breakfast or make sandwiches for your co-workers and charge them for the meal! If you're a really good cook, you can make some extra-fancy breakfast or lunch items and charge accordingly.
- Barbeque: Hold a lunchtime or evening barbeque at your house or local park. Sell tickets in advance.
- Restaurant Donations: Contact a local restaurant and ask that a portion of their business be donated to Walk for Warmth. For example, Buffalo Wild Wings donated 10% of dinners purchased between certain hours during a specified time period to walker, if diners mentioned Walk for Warmth.
- Be a celebrity server: Partner with a local restaurant as a "celebrity waiter" and negotiate to keep 10% of the proceeds or tips.

### Mini events:

- Car Wash: Offer to wash friends' cars for a small fee. Ask your company if you can hold a car wash in the company car park, or see if a local organization will allow you to use their property.
- Dog Wash!: Enough said. (See Car Wash and apply the same principles.)
- Book/Video Sale!: Have your co-workers donate their used books and videos to your cause, then sell or "rent" them to other co-workers to make a profit!
- Face Painting: (Requires face paints) Ask a local store or shopping center if you can set up on a Saturday, or find out about setting up a booth at a local street festival, farmer's market, art show, or carnival. Charge parents for painting children's faces as superheroes, animals, or other characters.
- Duck Races: Buy little rubber duckies and have a competition with heats, 5-10 ducks per race. Ask for permission to race them in a blow-up swimming pool at your office. Have the heats during the day with the final winning race during a company Happy Hour. \$1.00 rental per duck for each race. Ask your company to donate a prize that would appeal to everyone for final awards (a chance to park in the President's parking space for a day; an extra hour for lunch; etc.) Obviously, more ducks entered into more races increase the chance of winning.
- Virtual Silent Auction: Get a weekend getaway: a nice bottle of wine, a stay at a B&B, concert tickets, museum tickets, play tickets (...anything!) donated; then hold a silent auction for the items. You can either send out email bid forms, or have bidders submit a printed form. The highest bid wins the prize! And all proceeds go toward your fundraising. It's a win-win situation!
- Prize Drawing for a Day Off (or a casual day or a donated service or product): Ask your company if they would be willing to donate a paid day off (or casual-dress day) to the winner of a prize drawing. It is a painless way for companies to make a donation without actually giving any cash. Make up some tickets. Schedule the drawing and publicize the event. Sell the tickets for \$5-\$10 each to all employees. Many people will buy lots of tickets for the chance of winning a day off.

- Karaoke Night: Sell tickets for an evening of singing at a pub or private venue. You could get people to donate money to stop their friends from singing or invite local companies/pubs to send teams (for an entry fee).
- Gift Wrapping during the holidays at Barnes and Noble, Borders and the Mall for tips.
- Mary Kay, Pampered Chef, Party Lite, Tupperware and Home Interior parties. 10 – 15% of sales go directly back to the participant for their fundraising efforts. The host can even get fundraising money instead of free products.
- Kiss a Pig: A teacher at an elementary school raised money by challenging the students to fundraise to see her kiss a pig (they raised the set amount, so she brought a pig into school and kissed it in front of all of her students.)
- Hold a Pre & Post Oscar Party or other award show party: The Works! Red carpet, Ballot Box, Movie Trivia, Prizes, Silent Auction, Pose with a “star” (Cardboard Star)