

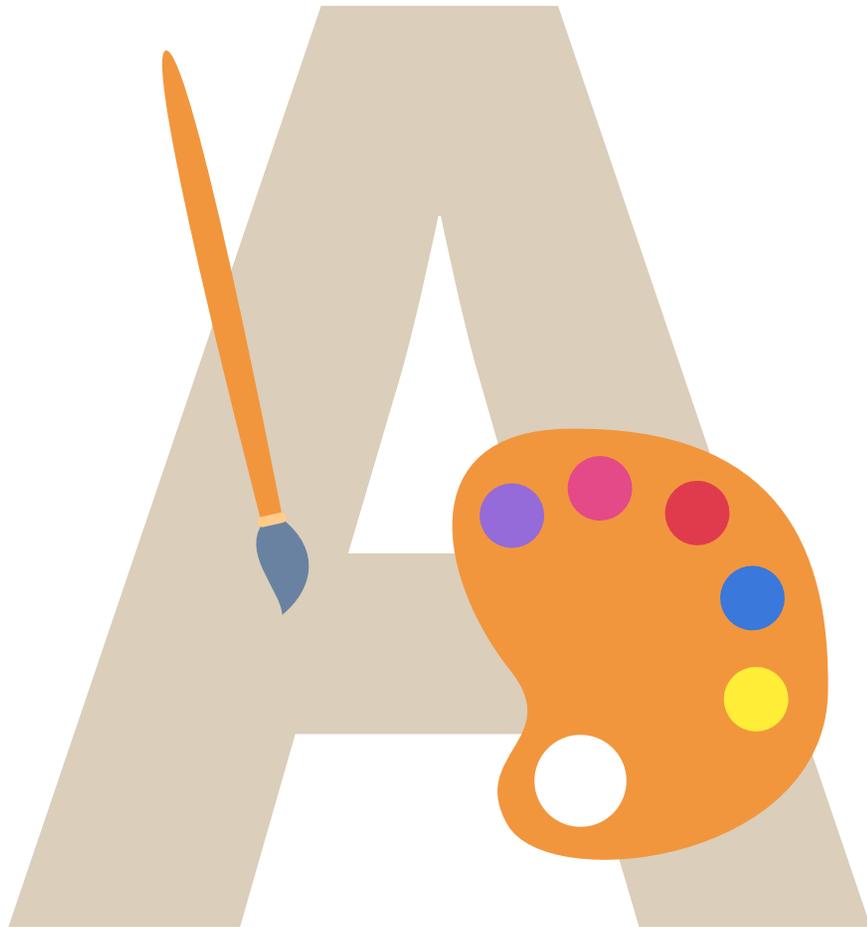


# A *to* Z

## FUNDRAISING IDEAS

Looking for ideas to step up your fundraising? We have compiled a thorough list to keep your minds buzzing. Try them all, whether you are raising funds as an individual or as a team!





**ART SALES** Have preschool and elementary students produce great art and have a show. Parents and friends buy back their budding artist' masterpieces.

**ASK EVERYONE YOU MEET.** Even if you have sent out letters, be sure to carry a pledge form with you so that when you talk to people about the event, you can ask them to donate right then.

- Take those sheets with you to meetings. When you carry a pledge form with you, indicate your own contribution at the top.
- Make sure the top few donations on form are large. 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. Let them say no or ignore your letter rather than not ask.

**AUCTION** off a prime parking space at work.

**AUCTION** off a half or whole day off from work.

**AUCTION** off other team members to work a day for someone.

**AUCTION OFF A PICNIC** Assemble everyone together in your cafeteria, or some other general meeting area, and auction off a picnic lunch your team has prepared.

**AUCTION OFF THE BOSS** Have the boss or department heads as your assistant for a day at work.



**BABYSITTERS** are always a commodity!

A **NO-BAKE SALE** where co-workers pay so they don't have to bake goodies.

**BARBECUE LUNCHES** Prepare and sell barbecue lunches!

**B-I-N-G-O** games! Ask participants to donate their winnings.

**BLOCK PARTY** Have a neighborhood block party...sell food and charge admission!

**BOOK SALE** Dust those bookshelves and have a book sale!

**BOSS FOR THE DAY** Allow people to bid on being boss for the day — high bid wins!

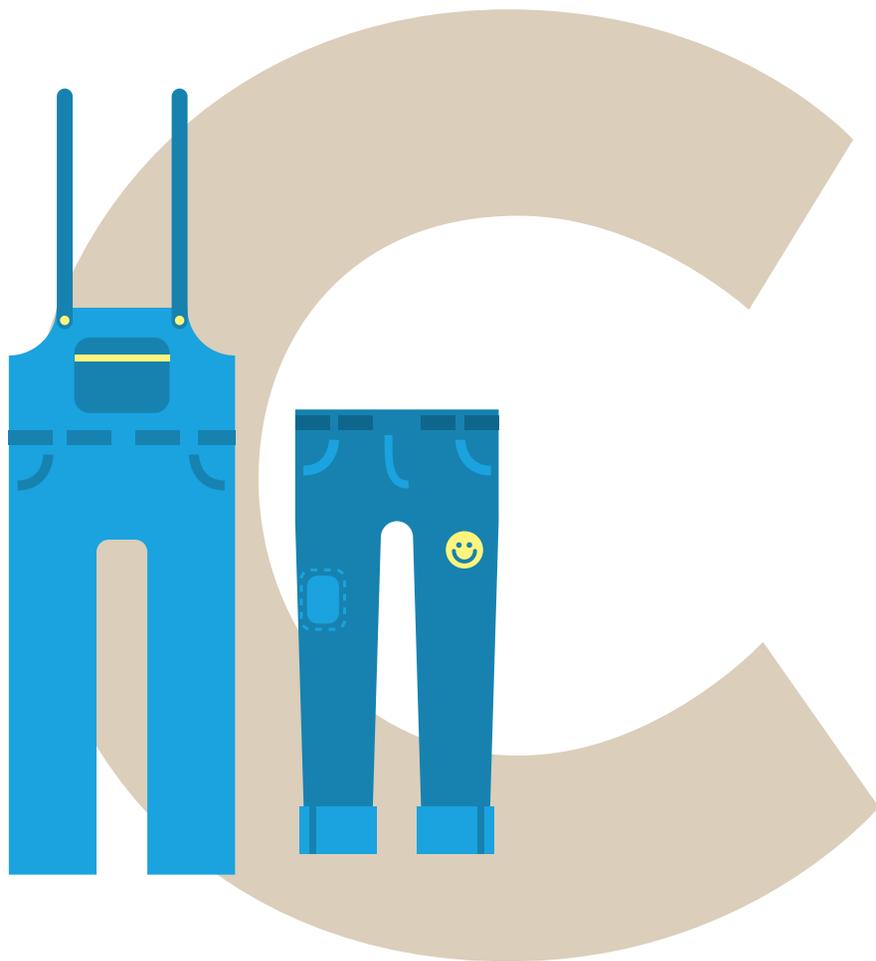
Host a **BAKE SALE.**

**BOUNCE-A-THON** Local elementary schools give each student a collection envelope to take home in order to collect pledges for bouncing a basketball for one ½ hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

**BOUQUET OF FLOWERS** Ask a local florist to donate one bouquet of flowers for January, February, and March, then have the employees take a chance to win some "springtime" for their desk.

**BOWLING CHANCE** \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike, your name is entered into a draw two times. If you spare with your second ball, your name is entered in the draw once. Team is to solicit a nice prize for the draw.

**BROWN BAG LUNCH DAY** Everyone brings in their own lunch and donates the money they would have spent to your MS event funds.



**CAR POOL** for fun and profit!

**CLEAN UP** with a neighborhood car wash!

**CAR WINDOW WASHES** Team can wash car windows at fast food restaurants drive thru window.

**CAR WASH** during the business day for customers and employees alike.

**CAR BASH** Secure an old car, write in large bold letters MS across the car, and for a donation you get to "smash MS" three times with a sledge hammer.

**CASUAL DAY** "Dress Down for MS" and employees pay to dress casually.

**CHANGE** "A Little Change Makes A Lot of Cents" Bank and credit union teams post this message at the teller line, "donate the 'cents' from your deposit to the (name of the team) MS Walk Team and help fight MS. If your cheque total is for \$185.67, your donation is just .67 cents. We might just find the cure for MS right in your pocket!"

**CHALLENGE ANOTHER TEAM** to raise more than you. Some radio stations may gladly put your challenge on the radio.

**CHALLENGE BY THE BOSS** Get the boss to agree that if every team member raises the minimum \$100 that s/he'll dress up like a pig, shave her/his beard, sit in the dunking booth, get a pie in the face...

**CHANGE JAR** Keep a change jar in high traffic areas.

A hot-hot-hot **CHILI COOK OFF!**



**CAJUN STYLE RED BEANS AND RICE PARTY!**

**CHRISTMAS TREES/WREATH** Ask a local retailer to donate \$1 for every tree and wreath sold.

**CHRISTMAS PARTY** Play carols, serve cookies, decorate a tree, have pictures with Santa, and charge admission.

**COMEDY CLUB** Ask a local comedy club to host an evening in support of MS Walk. Invite all teams to sell tickets. For instance, if a team sells 10 tickets at \$10 each they just raised \$100 for MS Walk.

**CRAFT FAIRS** Many teams take advantage by having a craft table/drawings at these festivals.

**CRAFTS** In a holiday mood? Craft tree ornaments and sell them! Sell those homemade treasures!

**COOKBOOKS** Collect recipes from employees, have them published, and sell them. Can be produced for approximately \$2 each and sold for \$7 - \$8.

**COFFEE BREAK** (with healthy eating options) at your workplace – make a donation. If your organization already provides free coffee, put a jar and poster beside the coffee asking for a donation.



**DAY SPA** Hair-cuts, manicures, massages and charge a fee.

**DECORATING SERVICE** No time to decorate? Offer a holiday decorating service.

**DIME-A-DANCE** Provide music at your campsite and other people can pay to dance with your team members.

**DINNERS, DINNERS, DINNERS** Spaghetti dinners, gourmet feasts, etc.

**DRAWS** for a donated item from a local business (dinner for 2, movie tickets, etc.)

Host a **THEME DANCE OR PARTY** – sock hop, beach party, disco, square dance, dance for senior citizens, etc.

**DELIVER MEALS** Have a meal day where your team will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

**DEDICATE** your personal effort to someone who is battling MS, or to someone who has lost their battle - or both. Include that in a letter along with a self-addressed stamped envelope. Consider mailing a request for support to everyone you know.



E

**ENVELOPES AT RESTAURANT TABLES** Teams generate donations by placing a MS Walk envelope at every table, stating "Please support our MS Walk team and the Canadian MS Society". Waitresses check envelopes after each seating.

**ERRAND SERVICE** If you never have time, run an errand service!

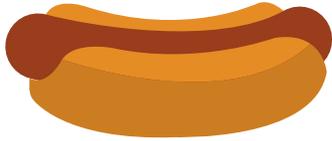
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**FLOWERS & PLANTS** Sell corsages and your donations will blossom. Sell your extra houseplants or bouquets from your garden!

G

**GIFT WRAP** during the holidays – teams can set-up at the local mall or in a particular store. Mother's day gift-wrap is an ideal time for teams to offer a gift-wrap booth.

Host a **GARAGE SALE**.



H

**HOT DOG FOR MS** A principal at an elementary school agreed that if ALL the teachers would raise \$100 each, he would dress up like a hot dog and let the students squirt ketchup, mayonnaise, mustard and relish on him.

**HEAD SHAVES** Team head shaves and money collected goes toward team pledges.



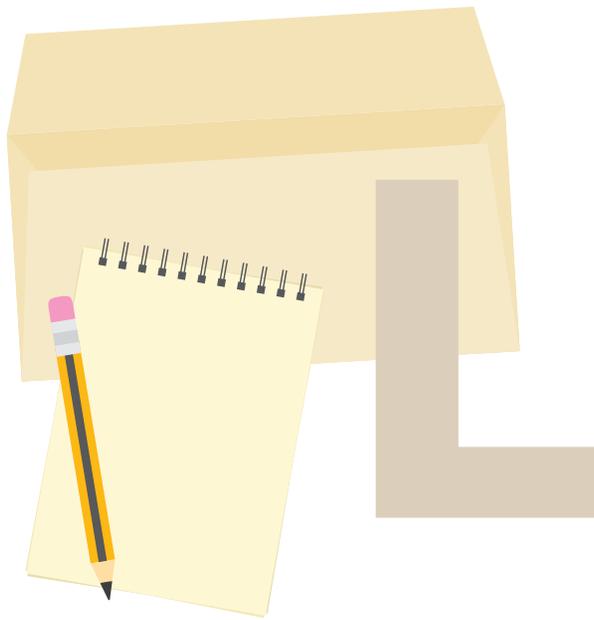
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**JAIL & BAIL** For a donation, employees can be arrested and for an additional donation can post their own bail OR employees have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised (\$100+ per inmate).



K

**KISS THE PIG** Select three to five well-known & well-liked employees. Have the employees choose the individual they would like to see kiss the pig by purchasing a jelly bean (s) for 50 cents each. The jelly bean(s) will be placed in a jar for that individual. The individual with the most jellybeans will have to kiss the pig.



**LAWN SERVICE** While you are mowing your lawn, mow someone else's!

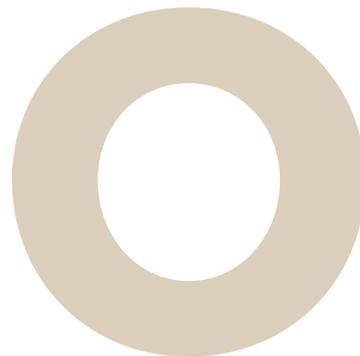
**LETTERS** Write one letter for friends and another for business associates. If you use a computer to personalize your letters (or if you hand write them) thank them for the specific amount they gave you last year.

Send letters around the middle of March for a late-April event. Consider the last pay date before the event for many the middle of April – it's harder for people to ignore when there is a due date other than the event date.



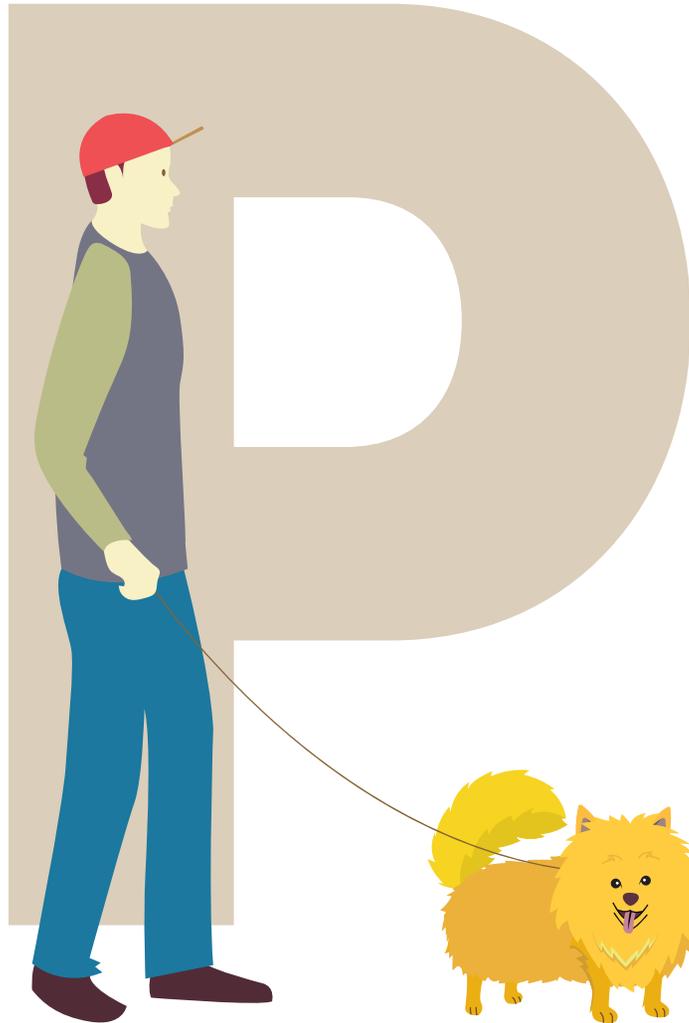
**MOVIES** Rent short videos (old, classic films are great - and have a movie week during lunch hour). Charge admission and invite employees to eat their lunch while they watch.

**MATCHING FUNDS** Ask your CEO/President to match the total raised by your team or to be the leading donor for your team. (In order for it to count toward incentives, you must turn in written confirmation prior to the event.)



**ONLINE** Send invitations to pledge to everyone you know, anywhere in the world, via e-mail.





### **PANCAKE BREAKFASTS**

**PAYROLL DEDUCTION** Employees can make their own contributions by having it deducted directly from their pay cheque.

**PENNY JAR** Popular with school teams

**PERCENTAGE OF SALES.** Designate a percentage of one day's sales or proceeds and let the public know so they will buy more.

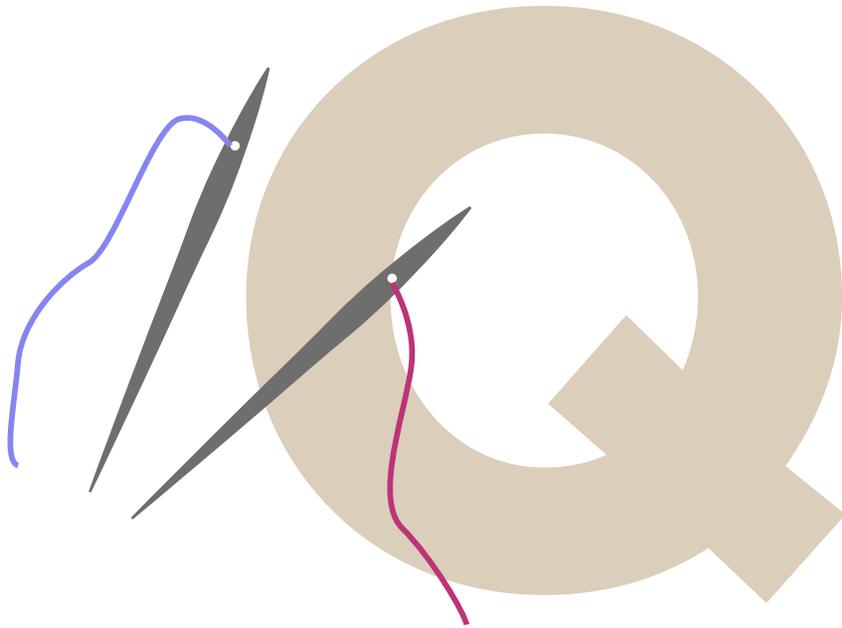
**PET SERVICE** Love pets? Walk someone else's dog!

**PIES** Find which fruit is in season and sell your delicious pies!

**PLACE A PICTURE** of the person your team is walking in honor or in memory of in a highly visible place to remind team members of the importance of their participation.

**POT LUCK LUNCHESES** at the workplace. Name every Wednesday "MS Pot Luck Day". Team members take turns preparing foods, salads, desserts, etc. and offer to employees at the workplace at a set price or donation.

**PUBLICIZE** Your team's participation in the company newsletter.



**QUILTS** Quilt made by the employees themselves and sell quilt squares in honor and in memory of people with MS; squares of 4x4 for \$5, 8x8 for \$15, and 12x12 for \$25.



**ROMANCE** Cater a romantic dinner for two!



## **SHOES SHINES**

**SHUTTERBUG MANIA** Into photography? Take candid shots around community, schools, etc. and sell to the subject! Or take photos at a friend's wedding!

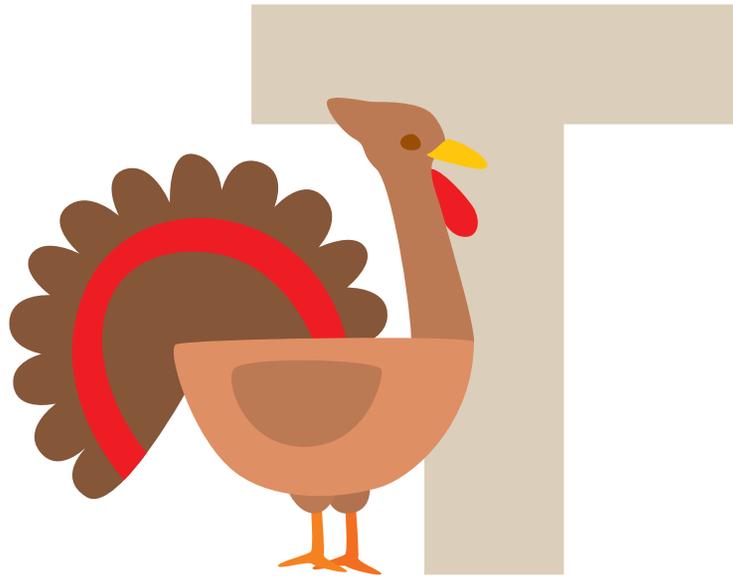
**SPONSORS** Ask your neighborhood to sponsor a team. Ask businesses you regularly support to be \$100 contributors.

**SPORTS TOURNAMENTS** Teams organize bowling, hockey, basketball, dodgeball, and soccer tournaments.

**SPORTS CHALLENGES** Set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball or other sports. Charge an entry fee and admission fee.

**STAY AT HOME TEA** On Valentine's Day. A \$1 donation for the pleasure of having your cup of tea at home.

**STORY TIME READING** Have a regular story time reading.



**TUPPERWARE PARTY** How about the profits from a Tupperware party?

**TURKEY DRAW** Offer a dollar to win your Thanksgiving/Christmas turkey.

**COLD TURKEY SUBS** Encourage sub/pizza shop to donate a set amount (50 cents) from each cold turkey sub sold to benefit your MS Walk team.



**VENDING MACHINES** Coordinate with your vendor to add .05 cents to the cost of a snack or soft drink prior to your event, with the extra nickel going to your team total.

**VIDEO SALE!** How many times can you watch *Forrest Gump*?

**VOTES** Select three to five well-known and well-liked employees (must be men) and have the employees cast their votes (\$1 donation) for the individual they would like to see dress as a woman. Individuals with the most votes will spend an entire workday dressed as a woman.



W

**WINE TASTING** As with any other fundraiser, but especially with this one, the wine *must* be donated and all liquor liability laws must be adhered to.



Y

**YARD DISPLAYS** Place plastic pink flamingos, wooden cows, or even purple and pink port-a-potties in the front yard of unsuspected donors...request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are placed in next, and another donation as "insurance" that they don't wind up back in their yard again.

**YARD SALE** Hold the ultimate Yard Sale!

Z

Host a **ZANY EVENT** at your work

**ZOMBIE PARTY** With costumes!

