

FUNDRAISING



Fundraising should be – FUN!

Let us help you find easy ways to fundraise for your Walk team. We want to develop a plan that fits your life and allows you to succeed. Your friends, neighbors, coworkers, church, community groups and workout partners are all great groups to include in your fundraising efforts. The ALS Walk staff can help you by: Spreading the word about your event through our Chapter social media, email network and Chapter events calendar. Use of our Chapter community partner donation request letter to ask for in-kind gifts from local businesses for auction items or prizes. Chapter Walk staff assisting with logistics, such as creating flyers and much more!

A

ASK EVERYONE: 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 you make the first donation because others will be more likely to follow your lead. Ask people as many times as it takes, you may need to send reminders! While you're at it, ask them to join your team! Check out the Prospective Donor Worksheet in your Team Captain Handbook for a checklist of everyone to ask!

AUCTIONS: Hold a live or silent auction. BE CREATIVE! For example, a prime parking space at work, a half or whole day off from work, a picnic lunch prepared by your team members, OR other items such as restaurant gift certificates, collectibles or sports memorabilia.

B

BABYSITTER SERVICE: Give parents a rest and baby-sit their children for a donation.

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, church or local craft fair.

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

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.

CARWASHES: People always need a good carwash. This is a great fundraiser for students and adults, alike.

CASINO NIGHT: Bring the fun of Las Vegas to your friends by hosting a casino night. Charge an entry fee and give your guests a certain amount of chips to play with.

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 they will kiss a pig, get a pie in the face, etc.

COIN DRIVE: Place a large jar in the cafeteria or lobby 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.

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

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 and fellow employees to buy a sticker for \$5-\$25 and get to "dress down" on an assigned day. We have sticker templates available for you online!



E

E-MAIL: Send E-mails to your friends, family and co-workers asking them for donations and to join your team! Check out Participant Center where we have a list of ready to use email templates! 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.

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 per plate.

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.



H

HAT DAY: Students or employees can make a donation to wear baseball caps or silly hats 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. Ask for a donation to attend.

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! You can also ask local businesses for donations to raffle off to your Walk team.

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.

JEWELRY SALES: Work with a wholesale company to sell jewelry or host a jewelry party at your home with your team receiving a portion of the sales.

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. We have tons of great samples available on our website!

M

MATCHING GIFTS: This is a great way to double your donations. Ask your company to match what you raise. Don't forget to ask your donors if their company can contribute too!

MUSIC BINGO: For a fun-filled and fast-paced twist on traditional bingo, host your own music bingo night. Replace the numbered bingo cards with ones that have song titles, artist names, or even pictures and play 10-15 second clips of music to mark off the spots.

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 along with info about The ALS Association and the Walk to Defeat ALS®.

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.

ORNAMENT SALE: Get together with your team and make Christmas ornaments. Sell them for a donation.

P

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: Charge an 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.

PUB CRAWL: Pick a fun theme, map out your route ahead of time and call the bars to let them know about your plan. They'll probably offer discounts for the group. Place donation buckets on the bar at every pub.

PUP PARADE: Gather all the pooches in your neighborhood. For a predetermined amount, 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 ITEMS AND BASKETS: 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.

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!

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 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: Considering placing jars at home and work to collect money each time someone lets one of those teensy four-letter words slip. Make sure you stay on Curse Patrol!

SPORTS BRACKET CHALLENGE: Have your friends and coworkers fill out brackets during March Madness or pick squares for the score during the Super Bowl and charge an entry fee!

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!

TRIVIA NIGHT: Pick a night and host a tournament for teams compete. Charge an entrance fee as well as admission for the audience. Add in a silent auction and 50/50 for additional revenue.



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!

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.

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

WALK TO DEFEAT ALS® PAPER PIN-UPS: Sell paper shoes for \$1 - \$50 (The ALS office can supply you with the paper pin-ups). 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.

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.

WRISTBANDS: Sell Strike Out ALS™ wristbands. This is a great way to raise money for your team and spread awareness at the same time. Contact the ALS Association office to pick up your wristbands.

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 drive thru 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!

