

## **Team FUNdraising Ideas**

Turn “fundraising” into “**FUN-raising!**” Try some of these ideas that have proven successful for other teams!

**Casual Work Day:** Host a “Casual Day” at work. Raise more funds by making and selling *Walk* buttons or ribbons. (This is also a great way to raise awareness!)

**Bottle/Can Drive:** Hold a bottle/can drive at work/church/school. Place boxes at all entrances for easy drop off. Have a bottle/can drive in your neighborhood. Send out advance flyers to collect on a specific day.

**Neighborhood Garage Sale “One Person’s Junk is Another Person’s Hope”:** Ask all of your friends and neighbors and even your employer to participate by donating items for sale (office equipment, supplies, etc.) Make signs that indicate all proceeds are going to the *Investors Group Walk for Memories*. Ask your local paper to run an ad as their contribution. Add a bake sale or hot chocolate stand, and remember to have a straight donation jar visibly displayed. Don’t forget to have plenty of pledge forms handy!

**White Elephant Auction:** Include this as part of another event or host this event on its own! Each attendee brings a wrapped gift from their home – nothing new. Have them write a poem about their gift and see how creativity turns to cash!

**Team Car Wash:** Go to your local car wash or garage 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, and then spend a few hours talking with people about what you are doing at the cashier stand. Give people a flyer you’ve made up and accept donations.

**Benefit Night:** Throw a fundraising party at a local establishment. Charge your guests an entrance fee (donation). Also make sure to ask the restaurant, ice cream parlor, etc. to support you with a donation of 10% (or more!) of the night’s sales. You can offer to generate a flyer to promote patrons coming to the establishment to help increase their business, and thus your percentage.

**Meet the Press:** Talk to your *Walk* Committee Team Coordinator about media coverage in your community, and how you can work with the editor of your local paper, company newsletter – or both! Ask them to interview you about what your team has undertaken and why, and include a request for support. Be sure to include instructions in the story how readers can make a donation to your team.

**Set up a Table at a Local ‘Hot Spot’:** Get permission from a local health club, yoga studio or coffee shop (public property may require a permit) to set up a table inside their establishment, and then ask interested patrons who pass by to support your team. While this doesn’t sound very glamorous, it’s very effective. Remember that in addition to raising funds; you are also playing an important role in raising awareness.



**Host a “Donate a Step” or a “Memory Tree” event:** Host a day at your office, in your apartment block or at your child’s school where you ask people to make a donation and fill in a name on a shoe or a leaf (see attached for examples).

The running shoes can be spread around a school, down your office corridor or along your apartment hallways to make a *Walk for Memories* that everyone can see. The leaves can be gathered together to create a “Memory Tree,” which could be a large paper tree shape on a wall, or a real, barren tree that you cover with new leaves! Suggest a minimum donation of \$2-\$5.

**Throw a Team Dinner Party:** Each member of the team can make a dish. Once your guests arrive, start by introducing everyone and each team member during cocktails and hors d'oeuvres. Then, talk about why you’re participating in the *Investors Group Walk for Memories* over dinner and handout pledge forms with dessert. Collect the forms and donations before your guests leave.

**Make (and even sell) Team T-shirts:** A great fundraising tool is to make your own *Investors Group Walk for Memories* team t-shirts, displaying your team name, fundraising goal, slogan and more. This is a great way to advertise your team and get people asking questions about the event; thus leading to a donation. You may also consider selling your team t-shirts, and putting those funds towards your fundraising efforts.

Step by Step, YOU can make a difference!





