

Fundraising Guidebook



What's Inside

Page 2: Quick Tips to raise \$250 or \$1000

Page 3: Who do I ask?

Page 4: Using Social Media

Page 5: Workplace Giving

Page 6: School Participation

Page 7-10: DIY Fundraising Event Ideas

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Fundraising Ideas – Quick Tips

How to Raise \$250+ in One Week

Individual or Team Fundraising

Day 1	Sponsor Yourself—it shows your donors you are committed!	\$25
Day 2	Ask Three Relatives for \$25	\$75
Day 3	Ask Three Friends for \$10	\$30
Day 4	Ask Five Coworkers for \$10	\$50
Day 5	Ask Four Neighbors for \$5	\$20
Day 6	Ask Your Boss for \$50 (see if your company will match what you raise!)	\$50
Day 7	Celebrate Your Success!	Total: \$250

BONUS: Ask businesses you frequent to personally contribute \$25 (hair salon, drycleaner, favorite restaurant, etc.)

Six Easy Steps to Raising \$1,000

This may be the first time you've participated in a fundraising event, but it doesn't have to be difficult! Follow these six steps, and you'll be well on your way. If you've set a higher goal for yourself, simply adjust the minimum amount you're asking of each potential donor, and/or increase the number of people you ask.

1. Donate to yourself. It all begins with you!	\$50
2. Ask 4 family members to donate \$50 each.	\$200
3. Ask 14 friends (and other family members) to donate \$25 each.	\$350
4. Ask 10 co-workers to donate \$25 each.	\$250
5. Ask your boss for a company contribution of \$60.	\$60
6. Ask 6 neighbors to donate \$15 each.	\$90
	Total: \$1000

Add 4 more steps to reach \$1,500!

Now that you've raised \$1,000, you know just how easy it is. So, why not increase your goal? Here are four easy steps to raise an additional \$500.

7. Ask 5 local businesses you frequent to donate \$25 each.	\$125
8. Ask 5 members of an organization to which you belong to donate \$10 each.	\$50
9. Host a community fundraising event (book sale, garage sale, car wash, etc.).	\$200
10. Ask your doctor, lawyer, etc. to donate \$25 each.	\$125
	Total: \$1,500

Add ONE more step to reach \$2,000!

Use Social Media like Facebook, Instagram, Twitter, etc. Share what you are doing. Ask 25 friends for \$20.....\$500 more in fundraising! Try choosing a different group of 20 friends to target each week.

Total: \$2,000

Who Do I Ask?

Whom can you ask for donations to support A Kid Again? Here are some suggestions to get you started. By making a list, you'll be sure to cover your family, friends, coworkers, and neighbors as well as all of those other people you never thought to ask.

Who Is/Are My...

Accountant_____

Spin/Gym Instructor_____

Architect_____

Attorney_____

Bartender_____

Beautician_____

Boss/Manager_____

Chiropractor_____

Dentist_____

Electrician_____

Financial Planner_____

Lawyer_____

Nurse_____

Nutritionist_____

Optometrist_____

Physical Therapist_____

Physician (Family) _____

Physician (OB-GYN) _____

Veterinarian_____

Family...

Parents, Grandparents, brothers, sisters, aunts,
uncles, cousins, in-laws

Who Sold Me My...

Auto_____

Bicycle_____

Bridal Gown_____

Condominium_____

House_____

Insurance_____

I Know People At...

Camp_____

Church, Synagogue, Mosque, Temple, etc.

Clinic_____

Federal Government_____

Golf Course_____

Health Club/Gym_____

Hospital_____

Hotel_____

Restaurant_____

School_____

Spa_____

Volunteer Group_____

Others...

Bank Teller_____

Children's friends' parents_____

Facebook "friends"_____

Fraternity friends_____

Mailman_____

My parent's friends_____

People from past jobs_____

Play sports with_____

Sorority friends_____

Utilize Social Media

Maximize your fundraising using Facebook, Twitter, Instagram, and LinkedIn.
Or a personal URL through A Kid Again's fundraising platform.

www.akidagain.org/fundraise

Change your status update often – even multiple times a day.

- Try weeknights when people are more likely on Facebook.
- Include your personal URL to direct them to your fundraising page.

Talk about your goals.

- “Our team is \$250 short of my goal to fuel Adventures for A Kid Again kids. I need 25 people to donate \$10!”

Make your status updates creative!

- “I’ll send an autographed photo of myself (or cookies, cupcakes, etc.) to the next 10 people who donate \$10 or more.”
- “Thanks to John Doe, my donor-of-the-day, for putting me closer to my goal! Who will be tomorrow’s highlighted donor?”

Be specific.

- “My birthday wish is to raise \$500 by my birthday!” Continue status updates about progress.
- “I need at least 10 friends to donate in the next 2 days.”
- “I want to reach my goal by May 1, the birthday/anniversary/etc of a person/diagnosis/etc.”

Tell a story.

- “I’m raising funds this year because my nephew ...”
- “I just got an email from someone who told me she donated to my efforts because she”
- “I want my niece to make family memories until she’s 100 so ...”
- You can also tell a story by tagging you or your friends’ photos and notes, to connect your friends, and grow your network.

Be bold.

- “I don’t want any kid to miss out on fun because of an illness.”
- “I’m fueling Adventures because kids deserve to laugh, smile, and get timeouts from illness.”

Send Facebook Messages if people aren’t responding to your emails.

- You can send messages individually or to groups on Facebook.

Workplace Giving

How to get your workplace involved

- **Corporate Matching Gift** – Ask your company to match the amount of donations made by you and/or co-workers.
- **Office Fundraising Challenge** – Encourage your co-workers to challenge each other to raise the highest amount of money. Departments can compete. Give the winner a prize, such as movie passes or a gift certificate to a restaurant of their choice.
- **Penny Wars** – Employees will get competitive! Create department teams, set a duration (week, month) and outline the rules (there's many ways to tally – as long as there's positive and sabotage points!)
- **Collection Jar** – place a jar in a common area for loose change contributions
- **Dress Down Day** – Ask your company to allow an official Dress Down Day. For the privilege of dressing down, employees donate \$10.00 towards your fundraising efforts.
- **Extra Vacation Day Raffle** – Ask your company/boss to sell tickets at \$20 each for an extra paid vacation day. All proceeds go toward your fundraising efforts!
- **Other Raffles** – Mgmt mows your lawn, brings you coffee for a week, etc. Trade parking spots with CEO one day. Dinner at boss's home or free lunch with boss. Company logo apparel. ½ or 1 day off.
- **Meet the Press** – Take advantage of your company newsletter or inter-office email. It's a perfect way to get the word out to your co-workers.
- **Kiss Your Mother with that Mouth?** – C'mon, everyone does it. Now they'll have to pay for it. Place a Curse Jar in your office, and whenever someone says a bad word they have to open up their wallet.
- **Bake Sale** – It's not just about cakes and cookies! Include preserves and muffins, hold guess-the-weight-of-the-cake competitions and serve refreshments.
- **Donuts/Bagels/Cupcakes** – Everyone needs breakfast or snacks! Buy (or bake) a box of goodies on the way to work, and sell them at the office for \$1 each! See if you can have them donated or lower cost to you, so you get more money from those that purchase!
- **Photo Contest** – Ask employees to bring a baby/childhood photo that might stump everyone. Donate to make a guess. Give winners a prize. Or ask employees to bring in a pet picture and match pets to their owners!
- **What's in the Box Auction** – Curiosity is the name of this game! Have attendees bring in a wrapped package/box for an auction. Can be real or gag (or whatever rules you want). Number all the boxes for auction, allow people to pick up, shake, etc, and conduct the live or silent auction! Be sure to seed the auction with a few great donated items from businesses.
- **Corporate Sponsorship** – Identify one or several large companies and contact them directly. They may be willing to sponsor you completely.
- **Donated Sports Team and Concert Box Seats** – There are quite a few fanatics that will pay just about anything for seats to their favorite team's games or their favorite band's concerts. Ask a company to donate their box seats to a major sporting or entertainment event in your community and hold a drawing for the seats – the more exclusive the tickets, the better. For sporting events, ask the park to make an announcement about the company donating their box seats.
- **Desk Drop** - Get a box of assorted cookies (usually 36 bags per box from Costco). Make up little business cards with your team information on it and directions on how to sponsor you. Attach the card to the cookies and drop one on each desk of your co-workers that you want to sponsor you. It is even better when you see them personally so you can tell about your efforts and what you are doing

School Participation

Hold a School Mini Walk/Run

- Set the date, time and location – walk during lunch hour around the school grounds, after school around the school track or on the weekend at a local park
- Set a walker and dollar goal for the school to strive toward. Have the art class develop posters and giant thermometers to track the school's progress
- Create excitement by having competitions between classes
- Hold a school assembly to get everyone excited, educate them about the cause, sign up walkers and promote incentive prizes
- Walkers will collect donations from friends, family, neighbors and online through the letter writing campaign – anyone you have a relationship with – ASK!
- Provide incentives, like a pizza party to the class that raises the most money or movie tickets for the top individual to encourage participation

Mini Fundraisers

- Caps for Kids– students pay \$1 for a designated day to wear their favorite hat
- Host a car wash, bake sale, book sale, dance-a-thon, jump rope competition etc...
- Collect loose change
- Dimes in a Bottle – ask people to fill up a water bottle with dimes. 1 bottle = about \$100!
- Little Artists – Have your kids paint/draw/create masterpieces to be auctioned off!
- Family Movie Night in the Gym – students pay \$1 all others \$3
- Have the teachers become involved: Jeans Day – teachers pay \$5 to wear their favorite jeans on a designated day, tricky tray events
- Have classroom competitions to raise the most – winning class gets a pizza day, or something else special. Fill buckets or bottles with loose change
- Ask principals and teachers to be the "prize" for classes reaching a certain fundraising goal – they have to shave their head, or get dunked, or something silly
- Designate a particular day of the week, or month to hold event, or designate a month as "AKA month" and hold a different mini-fundraiser each week
- Hold raffles – for \$1 or \$5 here are some no cost ideas:
 - Be the principal or teacher for the day
 - Get out of gym pass
 - No homework for a day
 - Extra study hall pass

Sell AKA Balloons

- Students can sell paper icons to family and friends for \$1
- Display them in a prominent location such as the cafeteria or the gym
- The student/class that raises the most money will be entitled to a prize

DIY Fundraiser Ideas

Do-It-Yourself Events

DIY Fundraisers are fun and creative events that help you raise funds. You can turn a hobby, sports, or other endeavor into a fundraiser, small or big! They are an excellent way bring out the FUN in fundraising! Here is a list of ideas to help you brainstorm:

Bake sale
Garage sale
Candy sales
Hot cocoa sale
Hot dog stand

Silent auction
Pub crawl
Karaoke Night
Movie Night
Bingo/Poker Night

Dinner Party
Wine & cheese party
SuperBowl/Monday Football Party
Car wash
Oscars Party

Art auction
Ice cream party
Snack bar at work
Pancake breakfast

Restaurant giveback days
Craft show
Holiday bizarre
Pet/Puppy Party

Yoga Session
Babysitting Service
Valentine carnation sale

Bowling Tournament
March Madness tournament
Volleyball (other sport) tournament
Golf tournament

Key Elements of a DIY Event:

- Start planning early.
- Contact a Staff member and let them know your plans so they can provide you with any guidance and materials you might need. We can also help promote larger events through Facebook!
- Do something you enjoy. Only host a dinner party if you enjoy cooking! Only organize a volleyball tournament if you love playing volleyball!

See additional DIY event ideas in following pages

DIY Fundraisers, cont.

Holiday/Seasonal Themed

Trunk or Treat—if your community or local elementary school offers a Trunk or Treat event ask if you can sell coffee, tea and hot chocolate or hot cider as a refreshment.

Chili Cook-off—host an office, church, or neighborhood contest. Contestants pay a \$25 fee to participate and attendees pay an admission fee to sample the various chilies. Be sure to have booths set-up to sell refreshments and baked goods too!

Rake it in —Have team members offer to rake a neighbor's yard for a donation. A month or two later go back and offer to shovel snow!

Football Frenzy—ask your local college, High School and Pop Warner football teams if you can help in the concession stand and earn a percentage of all sales (aim for 20%) the day of the game. This works well for basketball and hockey too!

Thanksgiving Day Football—ask your local High School to donate \$1 from every ticket sold and/or host a 50/50 prize drawing where the winner gets 50% and your fundraising gets the other 50%. This also works well for basketball or hockey tournaments held over the December vacation.

Ugly Sweater Contest—great for school or office. For a \$5 donation invite everyone to wear their favorite “ugly” sweater in Halloween, Thanksgiving, or winter themes. Provide prizes for ugliest, most colorful, most bling, etc.

Letters/Calls from Santa or Mrs. Claus—invite your friends to give you their kids' letters to Santa. In return for a \$10 donation you write a letter or call each child.

Snowman Decorating Contest—invite the neighbors out for a contest after the first big snowfall of the season. Charge an entry fee and offer prizes for kids' and adult entries.

Holiday Wreaths—make your own or work with a local nursery/flower shop to sell Halloween, Thanksgiving, and Christmas wreaths.

Holiday Bazaar—sell chocolate & caramel covered apples, chocolate covered marshmallows and pretzels, baked good, soups, etc. at your local bazaar. This also works great at the community tree lighting and/or holiday parade, visits from Santa, etc.

Wrapping Presents—work with your local mall and volunteer to work the gift wrap center with all fees going to your team or host a wrapping session at the local gym or daycare center. Patrons and Parents can drop by and pay to have their gifts wrapped.

Holiday Cards – When you send out your Christmas cards let people know that you are fundraising and direct them to your website to make a donation.

Christmas Carols – Sing all the holiday favorites for your neighbors for donations.

Holiday Party – Invite friends and family over for a party and let them know that you are fundraising. During the party explain to guests why you support the cause and ask for donations from your guests.

Host a Holiday Movie — Invite friends over for a private screening of a holiday favorite. Set a donation amount to attend and offer concessions for suggested donations.

Shop 'til you Drop—Offer to babysit the neighborhood kids so parents can go holiday shopping. Make arrangements to use the local YMCA or high school gym or auditorium so you can keep the kids occupied.

DIY Fundraisers, cont.

Store Front Collections – Ask your local grocery store, retailer or bank if you can spend a day asking patrons to support your efforts. Don't forget to ask the store if they have a policy of matching funds raised – this will double your efforts!

Fundraising Through Friends – Do you have a friend or family member that is a bartender or restaurant server? Ask them to donate a portion of one day's tips to your fundraising! You can create a sign or button for them to wear stating "All tips collected tonight will be donated to A Kid Again." If the patrons see the sign/button they may be willing to dig a little deeper in their pocket!

Happy Hour – Talk to your local bar manager about hosting a party at their bar by inviting all your friends and family (and their friends & family...) Get the manager to give you a set rate for all you can drink for an hour and then add \$10 to that which you keep for your fundraising.

Theme Party/Dinner/Movie – Hold a theme party for your friends and ask for a \$50/person donation. Spend no more than \$20/person on the food. Be sure to add a fun theme (costumes anyone?) to the night or make it a game night!

Cocktail Party/Happy Hour – Throw a "donate to the cause" cocktail party. Charge per head or hold a raffle.

Decade Party! – Who doesn't want to relive the 60s, 70s, 80s and now....90s!! Hold a theme party for a bunch of your friends and their friends. Donation: \$30 per person. Spend no more than \$10 per person on the food and you'll have \$20 per person or more to take away that night.

Battle of the Bands Party – Do you have friends who can play piano, guitar or sing really well? Ask the owner of a neighborhood bar to let you bring friends in one night for great cocktails and great music. Charge at the door and let patrons know it's a benefit event.

Poker Night – Host a poker game with the winning proceeds being put in a 50/50 split-50% goes to the winner and 50% goes to your fundraising.

You Say It's Your Birthday? – Ask for donations instead of gifts. This is a very simple way to raise money and it'll be a lot easier for your friends and family to write a check instead of spending hours trying to shop for you!

Auction Ideas – Movie theater tickets, local performing arts theater, local artist, jewelry, paintings, pottery

Business Cards – Print up some inexpensive business cards for your fundraising efforts. Be sure to include your name, website, date and location of the event, and of course AKA's name and mission statement.

Radio Station – Call your favorite radio station and ask them to make an announcement on the air. They may even interview you!

Hair Salon – Ask your barber or hairdresser to donate \$2 of every haircut they complete over the weekend. Be sure to provide them with a sign for their work station letting their customers know what they are doing and where the proceeds go.

Mow-a-thon – Ask your neighbors if you can mow their lawn for a \$50 donation. Create flyers advertising this and letting them know a set weekend you will be doing this along with your name and email/phone. Even better, if you have kids, get them involved and have them do the mowing!

Ebay – Remember the garage sale idea? Do the same and sell it on ebay.com! .

Universities and Colleges – Contact your local schools and ask if you can put an advertisement in their school newsletter promoting AKA.

Fraternities and Sororities – Contact the National Chapter of your college fraternity or sorority and ask them to make a donation.

Alumni Organizations – Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations with a link to your webpage

DIY Fundraisers, cont.

Water Bottle - Fill an empty water bottle with dimes – it equals about \$100! This can be a fun challenge for a workplace, school, or family or a given amount of time!

Balloon Pop - Have friends/team collect prizes or donate goods/services. Put a description inside balloons then inflate. People receive a balloon for a suggested donation, pop it and see what they've won! Can have 2 tiers of balloons - \$5 with guarantee \$5 min prize, and \$10 balloons which may have higher value inside.

Extra Change Jar - Create these little boxes for your friends and family, hair salon, or other places you frequent. At the end of the day, they can drop that spare change in the box, or patrons to their business can contribute.

Creative Friends - Find a local artist or ask a creative friend if he/she would donate a piece of art or some jewelry that you can auction off.

Email Signature Lines - Change the signature line of your outgoing emails to mention your involvement in the event.

Restaurant Giveback Nights - Ask your favorite restaurants about having giveback nights. You bring in customers (and prove it by giving our vouchers or flyers that they hand in with checks) and the restaurant donates a portion of the sales from those customers back to your fundraising account.

Chinese Auction - Ask friends and local businesses to donate items. Save them all and have one big Chinese auction. You can do this at a party that you hold or at your work.

Gym/Workout - Ask your gym to place a Pledge Jar at the front desk! Leave a stack of pledge forms at the counter, too.

Spinning Class - Have a stack of pledge forms with you and ask your spinning instructor to make an announcement in class.

Hair Salon - Ask your barber or hairdresser to donate \$2 from every haircut they complete over one weekend.

Church Bulletin - Place an advertisement in your church newsletter or bulletin letting the congregation know what you're doing with AKA.

Donate your services - Get your kids involved in this weekend activity. Have them perform a free service for donations, such as raking leaves or mowing lawns.

House Sit - Friends going out of town for awhile? Maybe they need a warm body to stay in their place!