FUNDRAISING: EASY AS A-Z

The key to successful fundraising is to find ways to raise money while doing something you love. Here is an A-Z list of events and ideas to jumpstart your creativity and start your fundraising journey. There are ideas for all seasons to support your Walk for Hunger!

A is for…

ARTS & CRAFTS | Do you knit or have a knack for turning old t-shirts into memory quilts? Are you excellent at painting plastic animals gold and turning them into candle holders, have a green thumb to make beautiful terrariums? Whatever your niche, you can turn your crafts to cash to support your fundraising efforts.

B is for…

BAKE SALE | An oldie but a “goodie!” Have each person in your group commit to bringing at least two different types of baked goods and set up in a popular spot in town. Our favorites are schools, libraries, supermarkets, and train stations!

BIRTHDAY PARTY | Throw yourself a birthday bash and ask that friends donate in lieu of gifts. Don’t feel like celebrating yourself? Find a celebrity/figure with a convenient birthdate and throw a party in his or her honor!

BUSKING | Spend an hour singing or playing music in public – you’ll be shocked how much money you can raise. Make sure you make a sign saying that all money raised goes to support anti-hunger programs through the Walk, and double check the rules in your community about public performance. Upload a video onto social media too; others will be impressed by your efforts and will donate as well.

BABYSITTING | Time is money! Raffle off a night of babysitting for your friends! Post on social media or send out an email for your “silent auction.”

BOARD GAME TOURNAMENT | Who doesn’t love a board game? Gather friends and have everyone contribute to the pool. Winner can take home half, and the rest gets donated! This is a great one to do with friends, but also consider hosting it in town to really maximize your fundraising. Just make sure it’s a game a lot of people can play – like Bingo!
C is for…

CAR WASH | You’ll probably want to plan on a good-weather day for this one!
Ask a gas station or community space like a church or school to donate some of their space or set up in your driveway. Have people hold signs along the road and get local students to donate their time and car-washing skills, this is a great one for kids!

COUPON BOOK | Get creative about things you can offer your friends. Laundry, dinner, babysitting, hugs: this book will be a best-seller!

D is for…

DOG WALKING | You get to play with pups AND raise money! Send out an email to your friends that you will offer a week of dog-walking to the highest bidder.

E is for…

EASTER EGG HUNT | Set up an Easter egg hunt for your town! Hide the eggs all over a park and charge for participation. If your town already has an Easter egg hunt set up, see if they will consider making it a fundraiser as well!

EMAIL | This is fundraising 101. Email friends, family, acquaintances, colleagues, high school/college friends and ask for donations.

F is for…

FASHION SHOW | You can call it Catwalk for Hunger. This one takes some more planning but can really raise a lot of money! Get together (with as much donated as possible) a venue, models, and clothes (it can even be cool outfits from second hand clothes). The more you put into an event like this the more you get out. Consider promising champagne and light bites after the show – maybe a local restaurant will donate the food! Set the admission price based on how elaborate the event is.

G is for…

GAME SHOW NIGHT | Create your own version of a game show! Keep it small with just friends, or bring it to an auditorium for the most fundraising potential!

GOLF TOURNAMENT | Get a team together and hold a golf tournament, with the proceeds benefitting the Walk!

GUESS THE NUMBER | Set up a jar in your office filled with candy and have employees guess how much is in there. Charge per guess, and the winner gets to keep the candy!

H is for…

HAT DAY | For a specified amount, students (or employees, if you speak with HR first!) can wear a hat for the whole school (or work) day!
I is for...

ICE CREAM SOCIAL | Everybody’s favorite kick-off to warmer weather! See if local ice cream shops or grocery stores will donate the treats, and host it in a cafeteria or auditorium for maximum fundraising.

K is for...

KARAOKE NIGHT | Find a private venue or pub and charge admission for some karaoke. Host it after a work day and invite other local companies for a fun showdown!

L is for...

LAWN MOWING | Ask around your neighborhood if anyone needs help with mowing their lawn in exchange for a donation to the Walk!

LEMONADE STAND | You’re never too old to open one up! Operate the micro-business from your lawn or even from your desk.

LETTERS | A more personable way to ask for donations without asking someone in person is to write a letter. Send letters to friends and family explaining what you’re doing and what the Walk means to you. Tell them how long you’ve been walking and about all the organizations Project Bread supports through the Walk.

M is for...

MOVIE NIGHT | Break out the popcorn! Have a movie night in your home or in your backyard. Invite all of your family, friends and neighbors and charge a small admission fee. Pick a popular movie that adults and kids will enjoy! It will be a great way to get together in support of your Walk.

N is for...

NEGATIVITY JAR | At work or at home, have participants put in $1 per negative comment/swear word.

O is for...

OPPORTUNITY DRAWING | A bit like a raffle, attendees of an event can purchase tickets. At the end of the night, tickets are drawn for 1st, 2nd, and 3rd place prizes (all of which could be donated goods and gift cards!). This is a great one to combine with another event.

P is for...

PANCAKE BREAKFAST | Hold a pancake breakfast at school, work, or a place of worship and charge admission for all-you-can-eat pancakes!
**PENNY WARS** | This is great for schools, colleges, and even work! Set up jars to distinguish between different grade levels, residence halls, sports teams, clubs, fraternities, sororities, or different departments in the office and drop your change in the jars. Pennies are worth positive points, silver coins and cash are worth negative points. Help your jar win by dropping in pennies and sabotage everyone else with big bills and silver coins. At the end of a week or month, tally up the jars and the winners can win a prize! Then donate the money to the Walk.

**PIE HUNGER GOODBYE** | Set up in your backyard or somewhere around town with a lot of foot traffic, and for $5 you can have people pie you in the face with all proceeds going to the Walk! (No need to waste pies, so whipped cream in pie containers will do.) Bonus points for hosting a double fundraiser by selling homemade pies and other baked goods too!

**POP-UP RESTAURANT** | Turn your living room into a restaurant for a night and invite friends and family to dine. Just five friends at $20 each is an easy $100!

**PUB CRAWL** | Create a list of your favorite destinations and charge for participation. See if any of your stops will discount food or donate to the cause!

**Q is for…**

**QUARTER COLLECTION** | The lowest maintenance fundraising activity, simply put out a jar in your office (by the coffee is best!) with a little sign, and watch as it fills with quarters (or dollars).

**R is for…**

**RECIPE BOOK** | Gather your group’s favorite recipes and sell the collection!

**S is for…**

**SNOW SHOVELING** | Snow shoveling is basically winter lawn-mowing. While you’re shoveling your driveway, ask around your neighborhood to shovel someone else’s driveway for a donation to the Walk!

**SPAGHETTI DINNER** | You or your team can put together a spaghetti dinner and sell tickets for all-you-can-eat spaghetti!

**SPORTS GAME** | Gather your friends or coworkers for some friendly competition and healthy exercise. Each participant must donate. Create a fun prize or trophy.

**SPRING CLEANING** | Search through all your clothes and shoes that you don’t wear anymore, and ask around the neighborhood for others to donate their unused clothing. Donate it to local thrift shops like Plato’s Closet or Buffalo Exchange who give you money for your clothes! All donations can then go to the Walk, and you get to clean out your closet at the same time. It’s a win-win!
U is for…

UPCYCLED FAIR | Turn your trash into another person’s treasure! Encourage your community to get creative and host a fair!

V is for…

VOICEMAIL | Change your voicemail to tell people how they can make a donation to the Walk.

W is for…

WAGE DONATIONS | Challenge your donors to contribute a day’s pay – and make sure they ask their companies about corporate matching!

WINE AND CHEESE NIGHT | As if you needed an excuse…

X is for…

XYLOPHONE CONCERT | Ok, not really just xylophones, we needed an “X”, but music! Hold a music concert or recital; sell refreshments and ask for donations, or sell tickets in advance.

Y is for…

YARD SALE | Turn that spring cleaning into some money! Get the neighborhood to clean out their homes and have a yard sale. Don’t forget to post signs and publish online!

Z is for…

ZEN NIGHT | Create the most relaxing environment you can, set up at home facials and manicures, and invite your friends to join in the bliss! This is not only a great fundraiser, but also a great way to get you ready for 20 miles!

HOW TO SPREAD THE WORD

Post to local blogs, social media, and newspapers! Be sure to cater to the audience you are targeting. Hosting an art show? Find a local culture blog or website. Doing an Easter egg hunt? There are so many parenting and family activity blogs to post to! These postings are generally free, and be sure to email the site admin as well as submit the event to the site’s calendar – if it catches their eye you may get more free promotion!