

Fundraising



Start Your Fundraising

Follow these steps to fundraise like a pro:

- Create a plan. Strategize and be inventive.
- Start early - do not procrastinate
- Educate your donors – about Alzheimer's, about the Chapter, about your personal quest to complete this race and to raise funds to fight Alzheimer's
- Follow through - send reminders to potential donors
- Recruit volunteers to help you raise funds. Friends, family members, co-workers and significant others can be a great help in soliciting donations and spreading the word about events you plan to host.
- Give back to donors. Wear their logo, bake them cookies, throw a victory party in their honor, send a personalized thank you letter with a picture of you finishing the walk
- Ask BIG before going small.
- Think of how to double your money without doubling your efforts. Ask your donors if their employers will match their gifts. Ask your boss if the company will match whatever amount you fundraise.
- Stay positive - Keep a good attitude - Remember the reason. Fundraising comes with a lot of "No's." Forget those and keep going for the "Yes's."
- Just ASK, ASK, ASK!! Print off the donation form from your Personal HQ & take it with your everywhere.

A Fundraising Idea for Everyone

Get Grounded in the Fight Against Alzheimer's

Want an easy way to get involved with the Alzheimer's Association while building team spirit within your workplace? Plan a one-day coffee break activity designed to motivate coworkers to support the millions of Americans across the country affected by Alzheimer's disease. Order this 6-ft inflatable coffee mug to highlight your fundraiser.



It's fun, FREE and simple to do:

- Declare a morning to have the ultimate coffee break.
- Reserve the Association's Get Grounded in the Fight Against Alzheimer's 6-foot inflatable coffee mug for your event.
- To reserve the mug, 3 weeks before your event, **GO TO WWW.ALZ.ORG**. Click Join the Cause, Fundraising Events and then Workplace Giving Events. You'll then be able to complete a request form. (*We do NOT have it at the local Chapter office. You must contact the National office 3 weeks in advance of your event*).
- Ask your local coffee shop to donate coffee.
- Offer your employees a cup of coffee in exchange for a small donation to the Alzheimer's Association.

Organize Your Own Mini-Tournament

Get your friends and family together for a tournament of golf, basketball, flag football, the Wii, Texas Hold'em, volleyball, croquet, horseshoes, etc.

Squeegee Day Fundraising

What we do is ask people at a local drive thru (we use the local donut store) to donate money to have their windshields washed. We have one person at the beginning of the drive thru asking the person if they would like their windshield washed as a donation to Cystic Fibrosis. If they say yes, our volunteer places a pamphlet under their windshield wiper. Once they get to the front of the drive thru and they have a pamphlet under their wiper, our team of two washes their windshield and thanks them for their donation. We had all the squeegees donated as well as the windshield washer fluid. We generally mix it 50/50.

We generally do two locations from 8am-noon and generally make between \$800 and \$1000 dollars. A lot more than if we would have washed the entire car. We generally have 5 people at each. One person to ask for the donations and two teams of two so we don't slow the drive thru lane down if we get multiple cars in a row.

Potty Protection Insurance Fundraising

The Odom Elementary School in Moultrie, Georgia, formed the Potty Pack to raise funds by selling "potty protection insurance". For \$10, you can have one of the tacky pink and purple toilets placed anywhere you choose, including local businesses or someone's home. To have the potty removed, the recipient must pay \$15. A second option is to pay \$10 to have it passed on to someone else. If someone decides to be a "potty pooper" the group will remove the toilet for no charge. The team offers "potty protection insurance" for \$25. This insurance ensures that the potties will not be delivered to your home or business.

Bagging for Bucks Fundraising

We have kids bag groceries for our organization at local grocery stores for fundraising tips. Have a coffee can sitting at the end of the checkout and give the kids some basic bagging lessons beforehand...no bread on the bottom, etc. It's a great time and the donations are pretty generous.

Grocery stores let us go into their stores and bag and carry groceries for tips. We make a flyer to hand shoppers at the door when they walk in explaining we are there to bag and carry groceries free of charge and if they choose to make a donation, please feel free to drop money in the decorated coffee cans provided at each register. The students bag the groceries and load them into the cart after the cashier has rung them up and offer assistance to load them into the customer's vehicle.

'Silent Auction' Bake Sale.

Have people bring in their favorite baked goods. Have staff, clients, visitors, etc. bid on the items throughout the day (or for 2 days) and the highest bidder wins the item.

In-House Poker Run Fundraising

Anyone can do this one. All you need is a deck of cards, a notebook and pen. All who plays gets to draw 5 cards from the deck any way they want (not looking at them of course). They pay \$5.00 a hand and the best hand wins half of the pot at the end of the time allowed. We do it for about 5 to 6 hours per day and raise about \$100.00 per time for both the winner and the charity. Everyone wants to play again and again to beat the hand before. Sometimes the pot gets to be about \$400.00, depending on the size of the group. It gets to be a lot of fun and everyone likes to play poker. You could add a joker for better odds or let them pay \$3.00 more for 1 more card. We do this about 6 weekends a year and raise about \$1500.00 for our state project for that year.

Baby Picture/Cutest Pet Contest

Have your managers/department heads bring in a baby photo and have employees pay for each guess of which manager matches which baby picture. **OR** Have your employees/residents bring in pictures of their kids/grandkids/pets and put a jar in front of each one. People vote by putting in money and the one with the most money at the end of the week wins.

Adult Spelling Bee Fundraising

Spelling bees can sometimes be torture for students. Why not consider an adult spelling bee for fundraising and to let the parents see how hard it can be? Most schools hold spelling bees so setting one up should be fairly easy. Each class can select three parents to represent them either individually or as a team. Set an entrance fee per team. The teams are responsible for getting sponsors to pay the fee (let them see what the kids have to go through). Allow multiple teams per class to raise additional funds. Ask area businesses to donate prizes for both the winning speller and team. Want some specifics on adult spelling bees? Try the National Spelling Bee site!

Guessing Game Fundraising

A guessing game is so simple that many groups never think of it. There are many versions but the principle is the same for each. Participants are given the opportunity to guess something and they pay for each guess. The simplest version is a large jar filled with virtually any item as long as it takes a lot of them to fill the jar. You could also use candy, pennies, dried beans, screws, soft drink tabs, paper clips, even confetti (really tough). Try to think of something that would be the most intriguing to your probable participants. Or, eliminate the jar contents and have the guess relate to an event - the closest time to a member's baby being born, the first snow fall of the year, the first day the Dow will close at exactly xxx, etc.

Now that your jar is filled, you need to place it in a conspicuous place such as a display case at a school or break area at a business so everyone can see it. Place a sign next to the jar (and in all other areas you can think of) challenging participants to guess the number of "whatevers" in the jar. Your specific organization and target participants will dictate how much to charge per guess and how to collect for the guesses. Make sure your signage explains what the proceeds will be spent for.

Crock Pot Cook-off Fundraising

We had a crock pot cook off at our church to raise money for our VBS Program. We had 20 people make dishes in 4 categories. (chili, stew, chowder and soup). All food was brought to a central location in crock pot. The general public paid admission to the cook off and became the judges. The cost was \$5 for adults and \$2.50 for kids. They were then able to go around the room and sample everyone's creations and judge. They received voting tickets for each category and were able to vote for one dish in each category. We also offered free bottled water and bread and corn bread to cleanse the pallet and give relief from the heat of some of the chilis. We gave out prizes for first place in each category (we gave a new crock pot cookbook.) We also had a bake sale and a raffle for a new fancy crock pot. It was a big hit. We will be doing it again this year but will be adding more categories such as desserts and a miscellaneous category. You can't beat a \$5 lunch and all the samples you can eat for a fundraiser.

Tacky Yard

This works! Get a few people to dress up in ragged clothes. Find an old pickup truck and fill the back with yard junk. Some pink flamingoes, a toilet, car parts (preferably rusty but don't cut yourself!), whatever you might find in a cluttered messy lawn. Get some tacky lawn chairs and head out to the homes of your friends and neighbors when you know they are home. Then you pile all the stuff on the front lawn, sit yourself down and wave at passing cars and neighbors to draw attention. An added touch is an old guitar that you strum as everyone sings old country songs--loudly. In order for you to go away, the home owner has to make a donation to your cause. Trust me, they will!

Kiss a Pig/Pie in the Face/Paint your Hair Pink/Wear your Clothes Backwards, etc.

Designate 3 or 4 people who you want to be in the contest. Set out donation jars for each person for a week. Keep track of who received the most money. The person with the most money has to "do the deed". Have a chart during the week showing how each person is doing and how close the race is. This will hopefully entice people to donate more so "their person" will win.

Plane Pull Fundraising

A fundraising plane pull can generate plenty of good publicity and raise lots of money for your organization or a worthy cause. Pulls are done by teams that can compete in several categories. The Variety Children's Charities of Memphis, Tennessee sponsors an annual pull with teams consisting of 20 members who pull a 155,000 pound Boeing 727 jet airplane a distance of 12 feet! Their categories include:

- The Fastest Pull - average time is 10 seconds, fastest is 5.237seconds
- Lightest Combined Body Weight - team can compete again utilizing the lightest combined weight of team members who can pull the plane twelve feet within 3 minutes.
- Top Women's Team
- Showmanship - team with the best costume, theme, or creative idea
- Most Improved - Team with the best improved time from their last competition
- Challenge Trophies - Challenge your business competitors to a pull

A 727 may be a little more ambitious fundraising event than you are ready to undertake and may not be readily available. You could consider something a little smaller like a bus, fire truck, tractor trailer, earth mover, etc. - something that would attract interest and attention. Use your imagination!

Check more out ideas like the ones above at
www.fundraising-ideas.org
and click on Do-It-Yourself Fundraising Ideas