

## Third-Party Event Fund-raising Tool Kit



## Fund-raising Ideas

*People enjoy fund-raising events and activities because they can make new friends and raise money for a great cause. These are some things other people have done with success. Don't limit your own imagination, the ideas are endless.*

**Neighborhood Garage Sales** Everyone has things they need to get rid of and one person's trash is another person's treasure! Invite your neighbors to add items to your sale. Borrow an Alzheimer's Association sign from our office to promote your event.

**Game Time** Play a friendly round of cards, host your own scrabble tournament, or play baseball in the park. Charge an entry fee to participate in each sporting event. Donate all fees to the Alzheimer's Association.

**Host a Concert** Get a local high school band or choir to host a concert on our behalf. Ask people for donations when they enter the concert.

**Car Wash** Host your own car wash. Ask a local gas station or supermarket if you can host your car wash in their parking lot.

**Haircut-A-Thon** Host your own Haircut-A-Thon in a local salon. Ask the salon workers to cut hair on a day the salon is normally closed. Ask that all proceeds from that day be donated to the Alzheimer's Association.

**Collection Jar** Place a collection jar in your office at the front desk. Leave some donation envelopes next to the jar so people can donate in honor or memory of a loved one.

**Casual For A Cause** Host a "jeans" day. Ask your company to allow an official Alzheimer's Association Dress Down Day. For the privilege of wearing casual clothes for the day, employees will make a donation to the Alzheimer's Association. We can provide "Casual for a Cause" stickers. The stickers are round and lime-green with the Alzheimer's logo and the words "Casual for a Cause!"

**Purple Ribbon Distribution** Make small purple ribbons to bring awareness to our fight against memory Loss. Sell them to friends, family members, co-workers, neighbors, and others.

**Forget-Me-Nots** Sell the Alzheimer's Association paper Forget-Me-Nots in a local store or outside of your local grocery store. Ask the manager if you can leave them hanging at the stores. You can also sell Forget-Me-Nots in your office. Call Shelli Foust (949) 757-3706 for any number of paper Forget-Me-Nots.

**Tribute Flags** Sell the Alzheimer's Association tribute flags (on which you put the name of a person affected by dementia). Have your co-workers decorate the flags they have purchased and hang them around your office. The Alzheimer's Association Orange County Chapter is happy to display your tribute flags at the Memory Walk (on the first Saturday in November). Call Shelli Foust (949) 757-3706 for Tribute Flags.

**Brown Bag Days** Have employees bring a bag lunch and donate the cost of what they would have spent going out. Invite someone from the Alzheimer's Association to answer questions about dementia and Alzheimer's disease. They can talk to your office during your brown bag lunch day.

**Raffles** At your event, sell raffle tickets for a good prize donated by a local merchant. The prize could be a gift certificate to a restaurant, a store, or tickets to a sporting event.

**Auctions** Plan your own auction to benefit the families that need the Alzheimer's Association services. Invite your Committee Members to donate items, antiques, art, gift certificates, gift baskets, sporting equipment, restaurant certificates, anything that could be auctioned off. You can organize an online auction at [www.missionfish.org](http://www.missionfish.org) or [www.ebay.com](http://www.ebay.com).

**Restaurant Night** Partner with a local chain restaurant to donate a portion of the proceeds from the day. It could be a certain menu item — daily specials, desserts or appetizers. Advertise your “restaurant night” to your team, friends, family and co-workers. Everyone loves to go out to eat — especially when they are supporting you and your fundraising efforts!

**Throw A Party** If you are always looking to have an excuse to entertain, this is the idea for you! Invite your friends and family over for a themed party with food and fun at your house and ask people to make a donation to the Alzheimer's Association in lieu of bringing food or wine.

**Candy Sale** Who doesn't need a little sugar from time to time? Rather than feeding the vending machine, have money go to your fundraising event! Remember: Candy can be purchased inexpensively in bulk.

**Neighborhood Chores** Are you a Mr. or Ms. Fix-it? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood advertising your services (i.e. painting, watering gardens, sweeping the driveway, fixing an easy plumbing problem).

**Mow-A-Thon** Get your kids involved in this weekend activity. Ask your neighbors if you or your kids can mow their law for \$25.00.

**House Warming Party** Are you moving anytime soon? If so, ask your friends to make a donation instead of purchasing a gift for your new place.

**Food, Food & More Food!!** Hold a bake sale, sub sale, pizza sale, BBQ sale, ice cream social, and lemonade sale in front of your house, at your office, or anywhere people pass by. Get the kids involved, this is a great fundraiser for the whole family.

**Big Screen TV Party** Host an event such as a film screening or a Super Bowl party. Ask everyone who attends to write a check to the Alzheimer's Association while there.

