



**MAKING STRIDES**  
Against Breast Cancer®



# Add more “Fun” to your Fundraising!

Here are some fundraising ideas & tips that can help you raise even more, while having fun with friends, family, neighbors & co-workers.

## The #1 best tip: Ask everyone you know & use Strides Online!

The number 1 reason that people don't give money to a charitable fundraiser is because no one asked them to! Don't assume that someone will say "no" to making a donation to your team. You'll never know until you decide to ask. Using the Strides Online web site to ask makes it easy to reach out to friends and family both near and far. Plus it's convenient for people to charge their donation online. Visit <http://makingstrides.acsevents.org/sanfrancisco> to set up your personal page and send emails.

**Host a dinner, brunch or dessert party** – invite friends, neighbors, co-workers and friends and ask them to support you with a donation. Have fun with themes like a “Pink Party” (everyone wears pink), Movie Trivia contest, or Accessory Exchange (bring accessories you no longer wear, trade with others, anything not claimed donate to your local Discovery Shop).

**Arrange a Dine Out Fundraiser** – ask a local restaurant to donate a share of the evenings' proceeds to the American Cancer Society then invite your friends. Place a card on each table asking people to leave an extra donation at the “Pink Tip Jar”

**Provide a service** – pet care, baby sit, mow the lawn, manicure, errand running, tailoring, closet organization, house cleaning, dog washing – you name it, but ask for a donation as payment.

**Create a drawing for a Unique Prize** – a handmade quilt, knit a scarf, or a special gift basket with items donated by friends and local merchants. Offer chances to win and draw the name at Making Strides.

**“Keep the Change”** – ask people to donate pocket change on a specific day of the week. Let them know that small change can add up – to show how post a thermometer showing amount of change you've collected (and the amount to reach your goal).

**Have a book sale** at work (everyone brings in old/used books and all proceeds go to strides team).

**Create a Ribbon of Hope** – Use donation cards to create a wall display – see handout in this kit and request cards from the Strides hotline.

**Pie in the face contest** – donate to choose who gets the pie; donate to keep yourself away from the pie. All proceeds go to Strides.

**Give a Latte for Strides:** on one day every week everyone donates what they would spend on their daily latte to strides. Alternate – have an espresso maker at home? Bring in and make espresso drinks at work for a donation.

**“Wall of shame/fame/limbo”**... put up people's names on the wall of shame and move them to limbo if they raise \$1 or more dollars and move to wall of fame if they raise \$50 or more dollars.

**Raise even more** by... asking big donors to give first, set the expectation to others to give higher amounts. Consider asking people to match the gifts of others up to a dollar amount.

**Be a “Prisoner in Pink”** - Wear a Pink wig or Crazy Pink hat to work and tell people you'll wear it until you reach your goal. Wear a button to say how many days you've been “jailed” and how much more you have to raise.

**Offer a Special Treat** – something yummy like ice cream sundaes, root beer floats or baked goods in return for a donation.

**Involve your kids** – Do you have kids in elementary or middle school? Encourage a school coin drive. Quarters for a cure: distribute film canisters and ask them to collect 8 quarters and return them full.