THE A-Z OF FUNDRAISING TIPS

A

Art Sales – This fundraiser is perfect for youth teams, as students produce creative works of art and host a show where parents, family, and friends can buy their completed masterpieces.

Ask Everyone You Meet – Always carry an envelope and your walk paper. That way, when you talk about your Making Strides event, you can ask people to donate right then. Indicate your own contribution at the top of your walk paper. Make sure the top few donations on the form are significant, as other people are apt to follow. Don't assume people will or won't donate; give them the chance to decide for themselves!

Auctions of All Kinds – Talk to your employer about auctioning off a prime parking space, a half-day or whole day off from work, or offer a picnic lunch, afternoon desserts, homemade dinners, local artwork, or other creative and fun items.

B

Birthday Celebration – Help save lives from breast cancer by asking people not to purchase cards or gifts for your birthday, but to make a donation to your Making Strides team instead.

Book Sale – Encourage your coworkers, family, and friends to dust off their bookshelves and contribute to a book sale.

Breakfast Treat Day – Bring in healthy treats, like fruits or yogurts, for a Monday morning meeting, and encourage donations in exchange for the treats. Offer desk-side delivery for pre-orders.

C

Challenge by the Boss/Principal – Get the boss to agree that if at least 15 people join the team, and every team member raises a minimum of $100, they will wear all pink clothing to work the Monday after the walk.

Challenges – Talk to your employer about challenging another team or company to raise more money than your team.

Chari-tea – Invite your friends to a tea party, and encourage them to wear their finest hats. Ask for a suggested donation from those attending, and ask each team member to provide a component of the tea (finger sandwiches, biscuits, exotic teas, etc.). To add awareness to your fundraising event, ask a survivor to share his or her story.

Cookoffs – Encourage budding chefs to compete for the best chili or barbecue, and charge a fee to taste and vote.

D

Dedicate – Dedicate your personal effort to a breast cancer survivor, someone who is currently dealing with a diagnosis, or someone lost to the disease.

Thank you for helping to save lives from breast cancer by raising funds for and participating in an American Cancer Society Making Strides Against Breast Cancer event.

Making Strides participants seek donations rather than pledges from friends, family, and coworkers. For most events, there is no minimum amount to raise, but every dollar you raise helps save more lives. So, set a goal and aim high!

Whether you're raising individually or as part of a team, we have many great fundraising ideas to help you meet your goals. Be creative, have fun, and ask everyone to support your efforts to help create a world free from the pain and suffering of breast cancer.

Dine Out for a Cause – Many restaurants offer opportunities for hosting fundraisers and donating a portion of the sales. Most will have details on their website or by contacting the manager.

Dress Casual Day – Check with your employer about hosting a dress down day. Employees who make a donation to your Making Strides team will be allowed to dress casual on a specified work day. Use the official Making Strides dress casual stickers to recognize those who make a donation.

E

Envelopes at Restaurant Tables – If you work at a restaurant or in an office with a cafeteria, place an envelope at every table stating, "Please help save lives from breast cancer. Support the American Cancer Society Making Strides Against Breast Cancer walk."

F

Flowers and Plants – Sell extra houseplants or bouquets from your garden, and watch your donations blossom.

Fundraise with Facebook – Download the Making Strides fundraising app to raise funds easily on Facebook and other social media sites. You'll be able to let everyone know about your fundraising efforts throughout the season and get more friends involved.

continued on back

G

Garage Sales – Clean out your attic, garage, and basement, and host a garage sale to raise money for your team.

Gift Wrapping – Around Mother's Day, or the holidays, offer to wrap gifts for your colleagues in exchange for donations.

H

Helper for a Day – Shovel snow, rake leaves, or mow your coworker's/neighbor's lawn, and donate your "fee" to your Making Strides team.

Home Parties – Host a jewelry, kitchen, candle, clothing, or home decorations party and donate the profits to your Making Strides team.

I

Ice Cream Social – Celebrate summer by raising funds for your Making Strides event. Set up an old-fashioned ice cream parlor and soda fountain, offering refreshing summer treats for a donation to your team.

J

Jail & Bail – For a donation, employees can have another employee arrested. The arrested employee must post bail for an additional donation or a bounty can be placed on the arrested employee's head. They will be held until the entire bounty is raised. Bounties can run $100+ per inmate.

K

Knock Out Cancer – Ask your employer if you can set up a punching bag in your office lobby or cafeteria, and for a donation let staff take out their aggressions on breast cancer.

Knit to Save Lives – Use your knitting or crochet skills to make easy items like coffee cup cozies, scarves, or hats and offer them for a donation to your Making Strides team.

L

Lawn Service – While you are mowing your lawn, ask to mow someone else's, too, for a donation to your team.

Loose Change Drive – Request a coin can from the American Cancer Society, or use a soup can from home, and ask everyone you know to donate their loose change. You'll see how quickly the can fills up!

M

Matching Gifts – Ask your human resources or personnel department if your employer offers a matching gift program. If so, complete and submit the required form to the American Cancer Society. Your donations could be doubled!

Mustache Mania – Encourage men on your team to grow mustaches, and have people donate to the weekly winner with the most grown hair.

N

Name Bead Bonanza – Take orders and create personalized bracelets, key chains, necklaces, etc., for a donation to your team.

O

October Festival – Celebrate fall by raising funds for your Making Strides event. Have pumpkins, straw bales, dried corn stalks, colorful gourds, and bright flowers for your decor. For the main attractions, consider a pumpkin-carving or scarecrow-decorating contest, apple bobbing, face painting, or a bake sale.

P

Pancake Breakfast – Host a breakfast with fresh, hot pancakes and offer a variety of fillings and toppings. All proceeds benefit your team.

Percentage of Sales – Work with a local store to host a special shopping day where a percentage of sales are donated to your team or offer a special item whether for a day or any length of time where a percentage of the proceeds benefit your efforts. You could also work with a local restaurant on a similar opportunity.

Pet Service – Love pets? Offer to walk dogs or feed animals when people are traveling or working long hours for a donation to your team.

Pies – Make delicious pies, and sell them for a donation. Use fresh fruits and seasonal flavors.

Pink Shirt and Jeans – Check with your employer about offering an opportunity for staff to wear a pink shirt and jeans on a designated day for a donation to your Making Strides team.

Potluck Lunches in the Workplace – Ask your employer if you can raise funds by naming every Wednesday "Making Strides Against Breast Cancer Potluck Day." Team members take turns preparing dishes, and offer to feed coworkers for a set price or donation.

Q

Quilts – Sell quilt squares made by friends and coworkers. The squares can be sold in honor or in memory of people touched by breast cancer.

R

Romance – Auction off a romantic dinner. Either prepare the meal yourself or seek a donated meal from a local restaurant.

S

Sign up – Sign up at MakingStridesWalk.org, set up your personal fundraising page, and send emails to everyone you know asking them to join your team or make a donation. It's easy!

T

Turkey Dinner – Around the holidays, organize a festive turkey dinner for your coworkers and ask they make a donation to attend.

U

Unique Boutique – Collect or make one-of-a-kind items and raise funds via a silent or live auction.

V

Vacation Day – If you are on a team with your coworkers, ask your boss if you can offer a bonus day off for the team member who raises the most money.

W

Wall of Hope – Designate a wall for display at work or in your community. Each time you collect a donation, provide a card (available from the American Cancer Society) for the donor to write their name on and add it to the wall. Create a competition between colleagues or team members to get the most cards on the wall.

Wine Tasting – As with any fundraiser – but especially with this one – the wine must be donated and all liquor liability laws must be followed.

X

Xmas Tidings – Make fresh evergreen wreaths and yule logs to sell, adorned with festive holiday bows, berries, and pinecones.

Y

Yoga – Work with a local yoga studio to host a special one-time class, or a weekly class, where either all or a percentage of the proceeds benefit your team.

Z

Zzzz – Work with your boss to plan one day where all team members are allowed to come in a half-hour late. Each member will pay a fee to sleep in and dream of a world free from the pain and suffering of breast cancer.

Join us to **save lives** at MakingStridesWalk.org
1.800.227.2345

MAKING STRIDES Against Breast Cancer®
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