



## Fundraising Tips

### Basic Fundraising Tips

- **Sponsor yourself!** Make your contribution when you register to get your fundraising going.
- **Ask friends and family face-to-face.** Asking individuals face-to-face is the most effective way to raise money. While you may fear rejection or feel embarrassed, have confidence to ask for support.
- **Don't apologize for asking.** Remember, you are not asking for the contribution for yourself, you are asking on behalf of the Lupus Foundation of America and people living with lupus.
- **Educate your potential donors.** Often people will feel more comfortable about making a contribution if they understand what they are contributing too, and how the money will be used. Visit our website at [www.lfaheartland.org](http://www.lfaheartland.org) to see how donations are used.
- **Personalize it.** Share your story, and let people know why you are asking them to support you; for example, if you are walking for a loved one with lupus, include a picture on your request letter or webpage.
- **Use Social Media.** Use social networking tools like, Facebook, Twitter, LinkedIn, & Google Plus. Spread the word on your facebook profile. Send friends and family to the LFA, Heartland Chapter fan page (<http://www.facebook.com/LFAheartland>).
- **Tweet** about your success & thank donors along the way! Send friends and family to the LFA, Heartland Chapter Twitter page (<https://twitter.com/LFAheartland>) and follow us on Twitter.
- **Speak up.** Ask to make a short presentation at your place of worship, local community or civic organizations, your place of employment, or any group you volunteer with/have a connection to.
- **The earlier you ask the better.** The sooner you start reaching out to people to raise money the sooner you'll see your pledges start to climb.
- **Do a letter-writing campaign.** Whether it is by mail, email, or Facebook, it doesn't matter. Send a letter to your holiday card list, letting them know you're walking and to ask for their support. Make it personal! Explain why you are participating in this Walk and how lupus has affected your life. Include a self-addressed envelope to make it easier for them to sponsor you! Include extra copies of your letter with envelopes and ask your contacts to send it to their contact lists; watch your numbers multiply!

### Matching Gifts

Matching Gifts can be a great way to have your company join you in fighting lupus by making a matching gift donation which will double or even triple your funds raised to help change the future for lupus patients! Many employers offer matching gift programs in which they will match charitable contributions made by their employees. Your company may match your donation as well as donations made by your co-workers, if they also apply for matching gifts. Some companies even match gifts made by retirees and/or spouses! Don't forget to encourage your donors to ask their companies about matching gifts, too! [CLICK HERE](#) to see if your employer participates in Matching Employee Gifts.

# A to Z Fundraising Ideas!

## A

**ASK:** The easiest way to raise money is to ask your friends, neighbors, relatives and colleagues to make a donation to the *Walk to End Lupus Now* event, which you are taking part in. Explain your commitment and why you are involved — maybe because of a loved one battling lupus.

**ART SALES:** Have preschool and elementary students produce great art and have a show. Parents and friends buy back their budding artists' masterpieces.

**AUCTIONS:** Many teams are putting together live or silent auctions. Teams can make a whole event out of it- work with an auctioneer who will donate his/her time and hold a live auction. A team in MA held a silent auction during their family reunion. Some teams are putting together sports auctions, which are very popular. Collectibles are hot! Auction off the boss—have the boss or department head as your assistant for the day at work.

**AWARD SHOW PARTY:** Are you a movie, TV, music or theater buff? Invite your friends over to enjoy treats while watching the Emmy Awards®, Grammy Awards®, Tony Awards®, or Academy Awards® with a suggested donation to attend.

## B

**BABYSIT:** Do extra babysitting and give your pay (or at least part of it) to your team or babysit as a team during a community event.

**BAKE SALES:** Hold a bake sale (focus on healthy treats!) at work or at a busy place- a bank branch held a bake sale once a week for several months. Or have a no-bake sale where co-workers pay so they don't have to bake goodies.

**BALLOON DAY:** This is good for students. Sell a Walk balloon with a message attached for \$2 each. The students take orders in advance and then deliver the balloon messages at a later date.

**BANK FOR A YEAR:** Get everyone on your team to put in \$2 each week beginning the week after this year's Walk. In 50 weeks each team member will have his or her \$100. Or try this – 50 cents every day, in 50 weeks you will have collected, from yourself, \$175 – add just two more friends giving you 50 cents each per day and you will now have a total of \$525 in 50 weeks.

**BINGO:** Host a Bingo night-an easy game to play at any age! Your community recreation center, senior cent, or school might already host a bingo night, so do your research and ask to collaborate to host a bingo night to fight lupus.

**BIRTHDAY PARTY WITH A PURPOSE:** Individuals have had birthday parties and on the invitation they state in lieu of gifts, please bring a check made out to *Walk to End Lupus Now*.

**BLOCK PARTY:** Put together an old-fashioned block party in a parking lot, or close off a neighborhood street (with permission). Have a band or DJ donate a few hours, have a BBQ, do face painting, offer hay rides etc. Have fun and raise money for your team.

**BOOK SALES:** Do it in conjunction with a publishing house that will donate books or have everyone on your team bring in good condition used paperbacks or hard cover books. Set up a table to sell your books. Get permission to have your table set up in a local mall or plaza, or if you work for a large employer, set it up in the break or lunch room.

**BOSS FOR THE DAY:** Allow people to bid on being boss for the day-high bid wins.

**Bounce-a-thon:** Elementary students take a collection envelope home to collect pledges for bouncing a basketball for half an hour. Each class in the school takes turns gathering in the school's front hall throughout the day to bounce their basketballs.

**BOWL-A-THON:** Some student teams have been holding bowl-a-thons, where they get pledges per pin they knock down.

**BOWLING CHANCE:** \$1 gives you the chance to throw 2 balls (toy bowling set). If you strike your name is entered into a drawing 2 times. If you throw a spare with your second ball your name is entered into the drawing once. Team works together to solicit a nice prize for the drawing. This one could be held on site.

**BREAKFAST WITH A VIP:** Put together a breakfast with Santa or the Easter bunny or other favorite kids' character. Work with a local restaurant or your team can do it themselves at a hall or club. Have someone in costume and sell tickets, also have pictures taken. You could also use this as breakfast with the mayor or other high profile person.

**BROWN BAG LUNCH DAY:** Everyone brings in their own lunch and donates the money they would have spent to the Walk fund.

## C

**CANDLE SALES:** Sell scented votive candles to fellow employees and friends.

**CANDY BAR SALES:** Sell candy bars at work, or have someone at a business let you set up a little display box (beauty shops, store check-out counters, etc.). You can purchase box kits from wholesale warehouses such as Sam's or ask a candy store to donate them.

**CAR WASHES:** This is another good idea for students as well as adults--especially in the spring when everyone wants the mud off of their cars. Try saying "donations accepted" instead of charging a set price (people tend to give more).

**CAR SMASH:** Secure an old car and write in large bold letters LUPUS across the car. For a dollar donation you get to "smash lupus" three times with a sledgehammer.

**CHALLENGES:** Challenge another team to raise more money than you. Some radio stations may gladly put your challenge on the radio.

**CHANGE MAKES A LOT OF CENTS:** Bank and credit union teams post this message at the teller line – Donate the cents from your deposit to the (name of bank) Walk Team and help solve the cruel mystery of lupus. If your check total is for \$187.67 your donation is just 67 cents.

**Chili Cook Off:** Host a hot-hot-hot chili cook off.

**CHRISTMAS PARTY:** Play carols, serve cookies, decorate a tree, have pictures with Santa and charge admission – no matter what time of year it is!

**CHRISTMAS TREE/WREATHS:** Ask a local retailer to donate \$1 for every tree and wreath sold to support your Walk team. Or make your own wreaths as a team- use princess pine you find in the woods.

**COIN DRIVE:** This is especially good for students to do at schools- have everyone give them their change in the lunchroom. Set up a coin jar at the beginning of the school year and see how it grows. A college put a twist on the coin drive, which would also work at companies with different departments or at a bank with the different tellers etc. They sent out a flyer explaining: JOIN THE PENNY WARS- drop off your change in the jars at the front of your residence hall. The residence hall with the most points wins a pizza party for its residents. Pennies are worth positive points,

silver coins and cash are worth negative points. Sabotage the other residence halls by dropping off your silver coins into their jars! Spare some change for lupus research.

**COIN TOSS:** Get permission from the local mall to collect all the coins tossed into the fountain for a designated time period. Be sure to have signs state that the coins will be donated to the Walk.

**COMEDY CLUB:** Ask a local comedy club to host an evening in support of the Walk and invite all teams to sell tickets. The teams would get the credit for the tickets they sold.

**CONCESSION STANDS:** Set up a concession stand or booth at a community event during the year.

**COOKBOOKS:** Collect recipes from employees and have them published and sell them. Can be produced for approximately \$2 each and sold for \$7-\$8. You need to be sure that all recipes are healthy and follow nutritional guidelines.

**CRAFT FAIRS:** Have your team set up a craft table at a craft fair or festival.

**CRAFTS:** In a holiday mood? Craft tree ornaments, stockings or decoration and sell them.

**CUT-A-THON:** Have a beauty salon or vocational school hold a cut-a-thon for you.

**CUTEST BABY:** Have a Cutest Team Baby Contest, either on site or beforehand at your place of work. Place a photo of each team member as a baby on the bulletin board or on a display board. People donate \$1 per vote. You decide on the appropriate reward.

## D

**DANCES FOR A CURE:** Students can hold a school dance. Adults can put together a dance at a local club or hall. Get a band or DJ to donate their services.

**DAY OF CLEANING DRAWING:** Team members donate a suggested five hours to spring/fall houses clean your home, with tickets selling for \$5 each.

**DAY SPA:** Have a drawing for a day of beauty or, for a set fee, provide haircuts, manicures, and massages.

**DECORATING SERVICE:** No time to decorate? Try a holiday decorating service! You can put holiday lights up on houses for a fee- this is a job many people would like someone else to do.

**DOG WALKERS:** Have your team walk the neighborhood dogs for a donation. Many pet owners would appreciate the opportunity to let someone take their dog for a long walk.

**DOG SIT:** While the owners are on vacation, saves them from sending Fido to the kennel.

**DRESS DOWN DAYS:** Many businesses have been doing this, where their employees can dress down for a day if they make a certain donation. This is also happening at parochial schools or other schools that require uniforms. For a specified donation, the student doesn't have to wear a uniform to school that day.

**DUNKING BOOTH:** Set up a dunking booth at a local event festival, fair, picnic etc. and recruit local celebrities to sit for you.

## E

**EMAIL:** Email your friends and associates for donations and change your email signature line to include a link to your fundraising page, including why you're joining the fight against lupus.

**ERRAND SERVICE:** Never have time... Run an errand service!

**EVENT PARKING SPACES:** Sell parking spaces for community events near your home.

## F

**FACE PAINTING:** set up a booth at a local event, fair, or festival. Kids love it! Charge .50 and up.

**FASHION SHOW:** Work with new or existing clothing stores to hold a fashion show. Your team members can be the models, and you could have it at the store, or use a club or church hall. Don't forget to offer refreshments to draw a crowd!

**FAST FOOD RESTAURANTS:** Ask your local restaurants if they will have a Walk day. Either a percentage of the day's take or from a certain item on the menu will go towards your team. Your team should be on hand to ask for donations from the patrons as well as be able to talk about the event.

**Fifty/Fifty Drawing:** Everyone loves the chance to win cash.

**FLAMINGO ALERT:** Place pink flamingos in someone yard. It will fly away once a donation is made to Walk. Some people have expanded this idea and for a set amount you can designate the next person it should go to, as well as you can purchase flamingo repellent, so it will not land on your yard. Other lawn ornaments could be used.

**FLOWER SALES:** Work with a local florist or wholesaler and sell bouquets, potted flowers or individual stems (carnations or roses) at your place of work or school.

**FLOWER BOUQUET DRAWING:** Ask a local florist to donate one bouquet of flowers, one for each month for a three-month period (or go to 3 different florists and get one per shop).

## G

**GAME NIGHT:** Have a game night- much like a party with a purpose. Everyone comes to your house to play board games, charades etc. Charge an "entrance" fee.

**GARAGE SALES:** Work individually or as a team to set up garage sales- clean out your attic and raise money for WTELN at the same time!

**GLOW STICKS:** Sell glow in the dark sticks that can be worn as necklaces or carried at the event.

**GO DOOR TO DOOR:** Go door to door and ask for donations. Canvas your neighborhood, work as a team and canvas the town.

**GOLF TOURNAMENT:** Have your team put together a golf tournament with the proceeds benefiting your Walk Team goal.

## H

**HAPPY HOUR/ DINNER:** Partner with a local bar or restaurant to host a cocktail, mocktail, or dinner where the establishment donates the proceeds from the evening, or a portion of sales, are donated to fight lupus.

**HAT (OR CAP DAY):** This is good for schools. For a specified amount, the students can wear a baseball cap to school for the day.

**HAUNTED HOUSE:** For Halloween, organize a haunted house and charge admission. Or as a team organize a haunted forest. You can also sell refreshments or bob for apples.

**HOAGIE SALE:** Hold a hoagie sale at work or around town, taking orders ahead of time.

**HOLE-IN-ONE:** Set up a portable putting green and for a donation; let people try to put it in. You can do this on site, or at a community event beforehand.

**HOT DOG FOR LUPUS:** Principal at an elementary school agreed that if ALL the teachers would raise \$100 each he would dress up like a hot dog and let the students squirt ketchup, mustard, and relish on him.

## I

**ICE CREAM SOCIALS:** Plan one at your place of work or for friends, asking for a donation to attend. Sell ice cream, low-fat yogurt and other frozen treats for dessert at your place of work.

## J

**JAIL & BAIL:** For a donation employees can be arrested. For an additional donation they can post their own bail, or employees have a bounty placed on their head, are arrested and are not set free until the entire bounty is raised (\$100 or more per inmate). This activity can also be done on site.

**JEWELRY SALES:** Group comes together to sell jewelry/accessories they don't wear anymore.

## K

**KISS A PIG CONTEST:** Recruit a local celebrity to kiss a swine when a certain amount of money has been raised. This has also been done as a contest. Put the face of all the teachers or employees one on each jar, and who ever raised the most money must kiss the animal (could also be a team mascot, goat mule, dog etc.)

## L

**LAWN SERVICE:** While you are mowing your lawn, mow someone else's - for a donation.

**LETTER WRITING:** A great way to ask for donations without asking in person. Send letters out to your friends and family explaining what you're doing and why, and asking for a specific amount (more than you want) seems to work best or leave it up to them. Write them your personal goal and ask for their help. Some people are writing letters on behalf of their pets or babies adding a little humor.

**LUNCH WITH THE CEO:** Auction off lunch or maybe a round of golf with the CEO or president of your company.

## M

**MASSAGES:** Offer massages for a donation at the event.

**MATCHING GIFTS:** Ask your company to match what you raise. Some companies have a matching gift policy, check to see if your does. If they don't, ask them anyway.

**MONEY JARS:** Set up money jars or coin boxes at your place of work. This is good for banks, diners/restaurants hairdressers, and stores. Check back to empty frequently.

**MOVIE NIGHT:** Invite your friends over for a night at the movies. You provide the popcorn and soda and charge admission. Or have a movie week during lunch hour at work. Charge admission and invite employees to eat their lunch while they watch.

## N

**NON-ALCOHOLIC COCKTAIL PARTY:** Host a non-alcoholic cocktail party at the Walk and ask for donations. Or have a moving one, where each team has different appetizers and drinks available so people go tent to tent. Be sure to have your donation cans next to the refreshments. You could also do this a team before the Walk and move from house to house on different weekend nights.

## O

**ODD JOBS:** Call on your neighbors and ask to do some odd jobs, such as fixing a rain gutter, shoveling their driveway, paint a fence, or rake their leaves.

**OPEN HOUSE:** A fitness center held an open house with a variety of toning and aerobic classes offered throughout the day. They also included babysitting. Ask for donations.

## P

**PANCAKE BREAKFASTS:** Hold a pancake breakfast at a hall or church or at work on specific days.

**PARKING SPACE AUCTION:** College students can auction off the president's parking spot, or company employees can auction off a prime spot.

**PAYROLL DEDUCTION:** Employees can make their own contribution by having it deducted directly from their paycheck. A little each week, can grow into a large amount by Walk time.

**PERCENTAGE OF SALES:** Designate a percentage of one day's sales or proceeds and let the public know so they will buy more.

**PET FASHION SHOW:** Have a pet fashion show where you give everyone's pet the opportunity to flaunt its favorite outfit. Charge admission and vote for best outfit, matching outfits (owner and pet) wildest outfit, etc.

**PHOTOS:** Have your photo taken with a local celebrity for a specified donation. Or use one of those realistic cardboard stand-ins. Do this at work or in conjunction with a local fair or festival.

**PIZZA SALES:** Work with a pizzeria to give you a percentage of the pizzas you sell. Take orders and deliver them. OR put pizza kits together yourself. Also can work with a wholesaler to get pizzas at a reduced price or donated is even better.

**PLACE A "PLEA" IN YOUR EMPLOYEE BULLETIN OR NEWSLETTER:** Place a plea in your employee newsletter letting them know that you are contributing dollars to the WTELN.

**PLANT SALES:** Like the flower sales, work with local florists or wholesaler and sell potted plants. A nursing home team did this and painted the flowerpots, repotted the plants and added a bow with a card. They sold a number to friends, staff and family members of the patients.

**POT LUCK LUNCHESES:** Designate every Wednesday as WTELN Pot Luck Day, where team members take turns making chili, salads, desserts, etc. and offer to employees at a set price or donation.



## Q

**QUESTIONS FOR A BUCK:** One team raised money by having their boss, who was constantly being asked questions by everyone to start charging a buck for each question. Word spread throughout the company what he was doing, and everyone started asking questions and paying up.

## R

**RAFFLE:** Set-up a 50/50 Raffle, where the winner wins half and half is donated, or collect an in-kind gift to raffle off

**ROLL THOSE PENNIES:** Roll those pennies sitting in a jar on your dresser. While you're at it roll the rest of your coins you have been collecting.

## S

**SELL EMPLOYEE SERVICES:** Donate the services of your team members, i.e. get the best gourmet chef on your team to agree to go to someone's home and prepare a meal (for a fee of course). Get your VP to commit to wash an employee's car, or several, if willing. Have the company photographer take a family photo for a certain amount ,etc.

**SHAVE YOUR HEAD:** Have someone agree to have their hair shaved once a certain amount of money has been raised.

**SHOE SHINES:** Shine shoes for donation- enlisted men would love it.

**SILENT AUCTION:** Have a silent auction at the Walk using items you've had donated by area business (goods, services, gift certificates) or new items from family or team members (like that beautiful wool sweater that Aunt Mabel gave you for Christmas but you're allergic to).

**SIGN A WALK SHIRT:** For a donation of \$5 (or amount designated by you) the contributor can write the name of the person with lupus they are honoring or in memory of directly on your Walk T-shirt. You will walk/run representing the people with lupus listed.

**SKUNK THEM:** As a hospital group did, put a stuffed skunk on a co-worker's desk. They need to pay a donation to your team to have him go away or they need to pay to be de-skunked. See Flamingo Alert for other ideas.

**SOUP SALES:** Especially during the cold winter months, take orders from your co-workers and have a soup sale at work. If you work in town, offer it to the offices throughout the community. Take orders ahead of time and have an evening of team soup making.

**SPAGHETTI DINNER:** Have your team put together a spaghetti dinner at a local hall or club. School teams have also done this with the help of their parents. The students take the tickets wait and clear tables.

**SPORTS TOURNAMENTS:** Teams organize bowling, hockey, basketball, soccer, and other sports tournaments.

**STORY TIME READING:** Have an organized story time reading. Hold it at your place of work where employees can bring their children, work with your local library to have a special time.

**STUDENT/FACULTY BASKETBALL GAME:** Set up a benefit basketball game between students and faculty, or put together an alumni game. Challenge a local radio or television employee team. Super bowl party: Have a super bowl party and ask everyone for donations when they get there. The same can be done for the NACC Championship basketball game, Indy 500, Masters final round etc. Great idea for the team member with a big screen TV!



## T

**TALENT SHOW:** Host a classic talent show, make it fun and creative by asking friends and family to showcase a hidden talent and collect donations through ticket sales.

**TUPPERWARE PARTY:** Have the profits from a Tupperware party benefit your team.

**TURKEY DRAWING:** Great way to raise money at Walk! Get a grocery store to donate a certificate for a turkey or ham to be picked up just in time for Thanksgiving, Easter, Christmas or a BBQ package for Labor Day or Memorial Day. Food is always a good item to chance off.

## U

**UGLY BARTENDER CONTEST:** Get all the bartenders in town to agree to be in your "Ugly Bartender Contest" At \$1 per vote, a lot of money can be raised for your team with the winner getting some sort of reward and being asked to become an honorary team member.

## V

**VACATION DAY AWARD:** Have your employer award a free day off to the team member who raises the most money. Post the standings for the weeks leading up to the Walk.

**VENDING MACHINES:** Coordinate with your vendor to add .05 cents to the cost of a snack or soda prior to Walk with the extra nickel going to your team total.

**VENDORS:** Solicit your vendors for cash donations or goods you can use for a drawing or auction item at the Walk.

**VOICEMAIL:** Change your voicemail outgoing message to a fact about lupus and why you are raising funds for lupus research and education.

## W

**WAIT TABLES:** Work with a restaurant that will let you designate a specific night to benefit your team for the Walk. Pizza Huts have been known to do this as well as others. Your team would be the waiters for the evening and would collect all the tips as well as possibly a percentage of that evening's receipts. Make sure all your friends and family eat at that restaurant during the Walk benefit.

**WEAR COMPANY LOGOS:** Tell companies that you will walk around wearing their hat or t-shirt for half an hour for a \$25 dollar donation.

**WEED:** Offer to weed gardens or pull dandelions from the lawns of friends and neighbors for a donation to the Walk.

**WRAP PRESENTS:** During holiday time (Christmas or Mother's Day) set up a booth at a local mall, plaza or busy department store. Have your team members donate the paper and tape and raise money while helping out the holiday shoppers.

## X

**XYLOPHONE CONCERT:** Hold a music concert or recital. Pass refreshments and ask for donations or sell tickets in advance.

## Y

**YARD SALES:** Just like the garage sales, work together as a team, or have one individually.

## Z

**ZUMBA-THON:** Get a local Zumba instructor to donate their services and charge admission with proceeds going to your Walk Team!

Still have questions? Contact Beka Rich, Events & Operations Manager, at [brich@lfaheartland.org](mailto:brich@lfaheartland.org) or call 800-958-7876.