Fundraising Ideas

Fundraising is different for every organization and each community. It is important to cater your fundraising efforts to your community and your goal!

**General Events**

**Restaurants** – Ask for a percentage of the night’s profits (10-30% is normal) or collaborate on a special addition to the menu. Work with the restaurant to determine a percentage of each addition that can be donated to your program.

**Bar/Brewery Event** – Partner with a local brew pub or bar to donate food or drink profits. Charge a cover of $20-$30 for free beer or all-you-can-eat bar food. Also, ask about doing a guest bartending night with the bar!

**Concerts** – Benefit concerts offer quality entertainment, are available at a reasonable price and provide supporters a fun night. Partner with a local radio station to promote the event.

**Social Media** – Promote your fundraising webpage through social media platforms and encourage donations/shares to increase your reach. You can create a new Facebook page for your program or post on your existing page.

**Car Dealerships** – Ask them to donate per car sold in a month (or better yet – a few months). EX: $000 Donation for a new car sale and $50 for a used car sale.

**Gas Stations** – Ask local gas stations to donate 1 penny off of every gallon sold for a month or 10% of every oil change.

**Sporting Events**

**Runs/Walks** – Host a 5k for your program. You can plan it yourself or hire a race management company. They can provide guidance for planning and promotion.

**Sports Tournaments** – Plan a tournament against a neighboring local, police department, or involve the community. Each team’s entry fee can go directly to the cause. Host a concession stand and sell food, grocery stores or restaurants will often donate goods to help.

**Firetruck Pull** – Plan a firetruck pull on a FLAT road in your town. Teams of 8-10 register and compete to pull a firetruck 75 yards for the best time. Adding food and drink vendors, as well as other activities, like face painting for children will make the event fun for all ages. See firetruckpull.com for inspiration.

Need help? Contact us at info@operationwarm.org.
**Raffles/Giveaway Sales:**

**Raffles –**

- **50/50** – It’s simple. Each raffle ticket costs $20. $10 goes to the cash prize and the other $10 goes to the fundraising goal.

- **High Dollar Prize** – Tickets to a sporting event, flat screen TV, hotel stay, etc. Requires upfront spending but can be very successful. Ex: Sell 500 tickets at $@5 = $12,500. Just deduct raffle item cost from the total.

- **Donated Items** – Ask local companies or businesses for donations in the form of items, gift cards or services.

**T-Shirt Sales** – Sell t-shirts that promote your event and to generate awareness on the child poverty in your local area. Consider using sides like customink.com.

- **“I Donated” Coat Cutouts:** – Have your local restaurant, grocery, or drug store participate by asking patrons to donate $1 of their check to you program. Each donor can sign as “I Donated” coat cutout that will be posted within the establishment for the duration of the campaign. Download on our fundraising resources page.

- **Candle Sales** – Yankee Candle offers 40% of your sales to the organization. Contact them online to get more information, yankeecandlefundraising.com.

**In the Office**

- **Dress Down Days** – Pay $5 or $10 to “dress down” on a selected day of the week or month. Theme days work well, for example, holiday-related or sports team jersey.

- **Spare Change Collector** – Have an easily accessible bottle or bowl where people can donate or drop any spare change they may have on them. It’s a visual reminder of the cause they are earning money for.

- **Ugly Tie/Ugly Earring Contest** – Pay $5 or $10 to enter the ugly earring or tie contest. Place voting boxes at various places around the office and charge $1 per vote. Employees can vote as many times as they want. Winner gets to leave early or take a day off.

- **Vacation Day** – An employee “buys a vacation day.” When an employee chooses to participate, their wages from a day’s work is donation to the program.

- **Guess the number** – Fill a clear container with candy or another item. Employees pay to guess the numbers and the most accurate guess wins the container, all proceeds go to the program.

- **Potluck** – Post a sign-up sheet for employees to bring salads, desserts, entrees, etc. to have a full variety of food. Charge an entry fee to those who attend, adjust entry fee for those who bring an item.

- **Charge Late Fees** – Employees who arrive late for meetings, or any other tardiness, pay a fee to donate to the program.