



Fundraising Ideas in Support of Family Promise of Monmouth County at the 2012 NJ Marathon

When people decide to raise funds for a charity, via a running event, they generally think of asking sponsors (family, friends and co-workers) to donate: anything they can, a lump sum amount, or an amount per mile.

What they may be missing are the many other available fund raising opportunities. The funds do not have to be raised through the effort of running, but could be replaced by / supplemented with more traditional fund raising methods, and perhaps some novel ways as well.

Below are some of the more traditional fund raising methods. It is hoped that this list will get the "ball rolling" to help you come up with other fund raising opportunities with/for your Team.

Bake Sale - have a Friday bake sale so training buddies, friends and coworkers have weekend treats.

Garage Sale - clean out your attic, garage, basement and hold a sale to benefit your fund-raising efforts.

Book Sale - collect used books and sell them.

Art Sale - Ask friends & coworkers who: draw, paint make jewelry, take photos, even kids to donate their work to raise money for your charity.

Candy Bar Sale - sell candy at work, or ask a business to let you set up a display box, and buy box kits from wholesale warehouses such as Sam's club or a local candy store.

Video Sale - Sell old movies, video games, etc. which you and your friends no longer look at/use.

Car wash - this one needs no explanation.

Breakfast - host a breakfast with a local celebrity, such as a news anchor, well-known athlete, city official, etc.

Bowl-a-thon - host a bowling event and ask for pledges for every pin left standing in each frame.

Block Party - Ask a local band or DJ to donate their services and a local restaurant to donate food, and ask for donations from those who attend. Could also hold a 50-50 if you have the permit.

Brown Bag lunch - Ask co-workers to bring bag lunches once a week and donate the money which they would have spent going out to lunch to support your fund-raising efforts.

Houses for Change – ask for our "Houses for Change" and put them in local businesses and all change collected is donated to your fund-raising efforts.

Concession stand - set up a concession stand or booth at a community event or local race to collect donations.

Dog walking - walk neighborhood dogs for a donation.

Errand service - Run errands for neighbors and friends in exchange for a donation.

Facebook - use facebook and other social networking sites to get the word out.

Matching funds - many employers will match charitable gifts made by their employees.

Additional sources of ideas and advice:

<http://www.pushtowalknj.org/doc/Client%20Fundraising%20Brochure.pdf>

<http://www.fundraisingideas.com>

<http://www.fundraising-ideas.org/DIY>

<http://fundraiserhelp.com/fundraisers.htm>