

NATIONAL COUNCIL OF LA RAZA CENTER FOR EMERGING LATINO LEADERSHIP

Fundraising Ideas and Methods

By Kelly Dolan

Using creative and fun ways to fundraise will attract more people and raise more money for your organization. Here are a list of fundraising ideas, how to set them up, and additional resources.

Bake Sale

A Bake Sale is the traditional fundraiser, but by adding a few twists to your sale, you are able to raise a large amount of money.

Set Up

- Ask permission for a location.
- Have a sign up sheet for volunteers to bake.
 - To switch it up, you can sell dinners or snacks, or coffee and soft drinks.
- Set reasonable prices to ensure sale of items.

For more information about running a successful bake sale visit:

<http://baking.about.com/cs/hintsandtips/a/bakesales.htm>

Battle of the Bands/DJs

This is an event that will showcase your schools talent and raise a lot of money. This is a fun event because many people are willing to pay money to see their favorite local bands or DJs play.

Set Up

- Ask permission for it to be held in your school auditorium.
- Advertise for local bands/DJs in your school and town to play in the event.
- Charge admission.

Car Wash

Car washes are a good fundraiser in warm weather – and they are a lot of fun for the volunteers.

Set Up

- Find a location.
- Advertise in windows of supermarkets, schools, and movie theaters.
- Create a list of volunteers to work at car wash.
- To generate more interest, provide the option of cleaning the inside of the car as well.

For more information on how to run a successful car wash visit:

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

Culture Night

Invite people from the community to perform traditional songs and dances at a night of dinner and entertainment.

Set Up

- Ask permission to hold this event at your school.
- Ask for volunteers to bring traditional dishes and to perform dances, songs, or poetry.
- This event is fun and educational.
- Charge admission at the door.

Fundraising Night at a Restaurant

Many local restaurants have a fundraising night which involves recruiting people to dine, and the restaurant in turn donates a percentage of its income to your organization.

Set Up

- Ask managers of local restaurants if they have a fundraising program.
- After finding a restaurant, advertise around your school and other locations in your town to come to the restaurant on the night the manager agreed to hold the fundraiser.
- Remember that the more people you get to come the more money you will make.
- Examples of restaurants:
 - Friendly's <http://www.friendlys.com/about/fundraising/>
 - McDonald's
 - Burger King
 - Pizza Hut

Note: Not all locations of these restaurants provide this service.

Karaoke Night

Karaoke night is an event where all ages will have a fun time.

Set Up

- Find a location.
- Rent a karaoke DJ.
- Charge for admission.
- Have parents and faculty be involved.

For more information on how to run a successful Karaoke Night visit:
<http://www.fundraising-ideas.org/DIY/karaoke.htm>

Pajama Day

This is a day where students are able to wear their pajamas to school.

Set Up

- Ask your high school for permission to hold this event.
- Students pay 50 cents to wear their pajamas to school that day.
- The small price will add up and more students will be willing to do it for a lower cost.

Note: This activity is best suited for a high school setting.

For more information on how to run a successful Pajama Day visit:

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

Penny War

A penny war is a competitive game between two or more groups of people; this activity is successful in fundraising at the high school and college level.

Set Up

- To begin the competition you need to collect one-gallon water jugs to hold the money.
- Seal the jugs and only leave a slit at the top to drop the money into the jug.
- Label jugs by homerooms or by grades.
Note: On the college level this game can be played between floors in a dorm.
- The object of the game is to put as many pennies into your jug, while putting silver coins and bills into your opponent's jugs.
- A penny is worth 1 point, a nickel is 5 points, a dime is 10 points, a quarter 25 points, a \$1 bill 100 points, a \$5 bill 500 points.
- When adding, the silver coins and bills in each jug are subtracted from its total.
- Set up a committee to count the jugs every night and post scores.
- The group with the most points wins.
- For motivation and more participation, advertise a prize for the winning team, for example a pizza party. (*Note: Ask local pizza parlors to donate the pizza.*)

For more information on how to run a successful penny war visit:

<http://www.pennies.org/wars.html>

Personalized Grams

Selling candy grams or flower grams are easy to sell and cost efficient.

Set Up

- Ask permission from your school to sell grams.
- Pick a good time of year to sell, for example, prior to holidays.
- Market to students, and also parents at PTA meetings and parents' nights.
- Buy materials in bulk to save money.
- Talk to vendor about your cause and they may give you a deal on your purchase.

Pie Throwing

This is an event where children and adults are able to throw “pies” at popular members in the community.

Set Up

- Find a location.
- Encourage school faculty and government officials to get involved in the activity.
- Set a price per pie.
- Use whipped cream or shaving cream pies – fill an empty pie tin with the cream.
- Ask local vendors or participants to donate food to the event and sell refreshments.
- This event will encourage school and town spirit.

Raffles

Raffles are inexpensive and you can get the whole town involved.

Set Up

- Choose a prize that your age group or prospective buyer would enjoy owning.
 - For example, iPod, movie tickets, gift certificates
- Know how many raffle tickets you need to sell to make a profit.
- Make the price appropriate for the item you are raffling off.
 - Note: Check with state government on raffle laws.*
- You can also do a 50/50 raffle
 - When the raffle is drawn, the person who wins gets half of the earnings and your organization keeps the second half of the earnings.

For more information on how to run a successful 50/50 raffle visit:

<http://www.fundraising-ideas.org/DIY/50-50.htm>

T-shirt Sales

Selling T-shirts is a fun way to make money and to get your group’s message out to the public.

Set Up

- Create a fun design that will appeal to buyers.
- Purchase T-shirts.
- Check local print shops for deals.
- Advertise about your T-shirt sale.
- Set at a fair price to insure sale of items.
- To order T-shirts online visit: www.berda.com

Hopefully this list gives you ideas on how to fundraise or sparks new ideas. There is an endless amount of resources on ways to fundraise. Talk to people and surf the web to find more fundraising ideas. Remember to be creative and have fun in your fundraising process!