

A – Z FUNDRAISING GUIDE

**GAME
ON
CANCER**

Henry Ford
HEALTH SYSTEM
HENRY FORD
CANCER
INSTITUTE



A

- Ask everyone you meet and ask them again. People forget and are happy to be reminded!
- Auctions - prime parking space at work, a half or whole day off, the boss (have them work for someone else for a day!) – get creative!
- Alex and Ani Fundraiser

B

- Bake Sale
- Bartender – Ask your favorite bar if you can bartend for a night and keep all of your tips. Make sure you invite all of your friends to stop by the bar that night. Several metro Detroit bars participate – contact us today for a list!
- Book Sale – Dust those bookshelves and have a book sale.
- Bowl a Thon Chance
- Basket Drawings

C

- Candy sale (visit Costco or Sam’s Club!)
- Car Wash
- Cancer Car Bash – Secure an old car. Write in bold letters CANCER across the car. For a donation people can “smash cancer” three times with a sledgehammer.
- Casual Day – employees pay to dress casually.
- Change – “ A Little Change Makes A Lot of Cents” – bank and credit unions post this message at a teller line, “donate the ‘cents’ from your deposit to **Game On Cancer** and help fight cancer. Some radio stations may gladly put your challenge on the radio. Or ask your favorite restaurant to put out a jar for donations of spare change.
- Chili cook-off!
- Comedy Club – Ask a local comedy club to host an evening in support of **Game On Cancer**. Invite all your friends and family and sell tickets.
- Corporate Sponsors – Identify one corporate sponsor that you can ask for a large donation.
- Creative Friends – Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you can raffle off.
- Corporate Match- See if your company offers a corporate match for charities

D

- Delegate – Give 10 friends 10 pledge forms and ask them to get pledges for you. Reward the friend who raises the most pledges with a home-cooked meal or dinner out.
- Dinners, Dinners, Dinners – Spaghetti dinners, gourmet feasts, Cajun style red beans and rice, et cetera.
- Host a Theme Dance or Party – Sock hop, beach party, disco, square dance, dance for senior citizens, et cetera.
- Deliver Meals – Have a meal day where you will cook and deliver breakfast, lunch or dinner to businesses in town. Fax them a few days ahead of time to inform them of the menu, costs, and how to order.

E

- Envelopes at Restaurant Tables – Teams generate donations by placing **Game On Cancer** envelopes at every table, stating “Please support **Game On Cancer** and the Henry Ford Cancer Institute.” Waitresses check envelopes after each seating.
- Errand Service – For those who never have time... run an errand service.

F

- Flowers and Plants - Host a flower, plant or greens sale. Work with a local nursery on products, pricing and delivery. Tie the sale in with an upcoming event or holiday such as Valentine’s Day, Mother’s Day or the holidays.
- Food Tasting – Hold an international food tasting party.
- Friend-Match – Ask friends who are making a donation to look into their company’s matching gift program.
- Fry Day Friday – Ask your favorite restaurant for fast food chain for a dime from every order of fries sold on Friday.
- Fundraising Dinner – Ask a local restaurant to host a fundraising dinner for you.
- Film Fundraising- Host a film festival and have participants enter their own unique productions. You can even turn it into a contest, where attendees can give \$5 in order to cast votes for their favorite films.

G

- Give It Up- To demonstrate how the smallest donation can make a difference, ask fundraisers to give up a daily beverage or meal and donate the money to a worthwhile cause instead. Intensify the appeal by asking supporters to participate for a certain number of days or encouraging them to meet a personal fundraising goal.
- Game Night – Host a monopoly, poker, or other game night.
- Garage Sale – Get all of your friends to donate items for a super garage sale and have people “buy” things with pledges. Advertise it in a local newspaper. Keep plenty of pledge forms on hand and remember to wear your **Game On Cancer** apparel.
- Gym – Ask your local gym if you or they can teach an aerobics or Spinning class as a benefit for you.

H

- Hair Salon – Ask your hair salon if they would donate \$2 of each haircut over a weekend to you.
- “Hats for Cancer” – A middle school student asked his dad if he could be on dad’s team. His dad agreed if he raised his own \$150. The middle school student asked his Principle for permission for all students in the school to be allowed to wear hats at \$.50 a day for a month. At the end of month, the student has raised \$1,100.
- Healthy Fundraising Ideas

- House Party- Invite supporters and their friends and family to your charitable house party, which you can fix around a certain holiday or pop culture event. Incentivize donations by offering prizes for different levels of sponsorship, like discounted tickets to your next event or other unique party favors.

J

- Jeans Day- Collect donations to wear jeans at work.
- Jewelry and Accessory sale- Sell your gently used items that you don't wear anymore!

K

- Karaoke Nights – Collect a pledge for each song you sing.

L

- Lawn Service – While you are mowing your lawn, mow someone else's.
- Letters – Write one letter for friends and one letter for business associates. If you use a computer to personalize your letter (or if you hand-write them), thank them for the specific amount they gave last year.
- Letters – Send letters around the middle of the month prior to the event. Consider the last payday before the event, a time when lots of people write checks. Ask to have the checks returned to you by the middle of the month, it's harder for people to ignore when there is a due date other than the event date.
- Labels – Create return address labels that state, "I'm participating in **Game On Cancer**. Will you sponsor me?"

M

- Movies – Rent short videos (old and classic films are great) and have a movie week during the lunch hour. Charge admission and invite employees to eat their lunch while they watch. Charge extra for popcorn.
- Matching Funds – Ask your CEO/President to match the total raised by your team or to be the leading donor for your team.
- Movie Tickets Donation – Ask your local movie theatre to donate movie tickets, and then sell them for pledges.

N

- Newspaper – Get an article in your town newspaper about you and **your Game On Cancer team**.
- Newsletter – Ask your company to publish in the community newsletter an article about you and **Game On Cancer** requesting support.
- Nearly New Sale- Collect your team's gently worn, barely used clothes or artifacts and host a weekend sale or auction. Take pictures of the items beforehand, post them on social networks and generate buzz around your event.

P

- Pancake Breakfast.
- Payroll Deduction – Employees can make their own contributions by having it deducted directly from their paycheck.
- Penny Jar.
- Pet Service – Walk someone’s dog.
- Photography – Take candid shots around the community and sell pictures.
- Pies – Use in season fruits and sell your delicious pies.
- Pin – Create and wear a pin that says “Ask me about **Game On Cancer.**”
- Pizza Night – Ask a local pizza place to donate pizza, and ask friends for pledges for an all-you-can-eat pizza party.
- Place a picture of the person you are riding in honor or in memory of in a highly visible place to remind people of the importance of their participation.
- Play tickets – Ask a local playhouse to donate tickets and then auction them off.
- Pretty Baby Contest – Gather employee baby pictures, have donation jars setup as votes. The jar with the most donations wins. Get prizes donated for the winners.

Q

- Quizbowl- Host a “quiz game” night and charge an entrance fee for attendees. Group people into different teams to see who can gain bragging rights and raise the most money!
- Quilt Raffle.

R

- Raffle off items donated by local businesses.
- Radio Station – Call your favorite radio stations and ask them to make an announcement on-air or to interview you. People can send pledges directly to **Game On Cancer** c/o the Henry Ford Health System.
- Rec Room Bingo – Make your living room a bingo hall and invite your neighbors. \$10 donations to play. Get prizes donated for the winners.
- Rent Free – Get your apartment complex to donate one month’s rent to sponsor you.
- Rock-N-Roll Party – The neighborhood youth can get together for an evening of fun and music in your family room and other parents can pay not to have the noise at their house.
- Romance – Cater a romantic dinner for two.
- Roller Race- Or, how about switching up the usual 5K walk/run with a roller-skating marathon? In addition to fundraising for entry, participants can raise money for proper gear like helmets and kneepads.

S

- Social Media- The fastest and easiest way to fundraise. Use your social media channels to reach out to your network. Ask for donations to support Game On Cancer. Be sure to let them know why GOC is important to you!
- Shoe Shines.

- Skate Away – Get a group together for roller-skating or skate boarding with each person making a donation.
- Spaghetti Supper – Host a spaghetti supper at a local church or hall. Charge for dinner (spaghetti is cheap to make, you can usually get donations for the ingredients). During the meal, have donated items on display for people to bid on.
- Silent Auction – Ask some local businesses to donate items (i.e., \$10 worth of dry cleaning, book of car washes, free sandwiches and drink, a week of free coffee). Set minimum pledge limits. Hold the auction over a week and notify the winners.
- Sports Challenges – Set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball, or other sports. Charge an entry fee for the athletes and an admission fee to the match.
- Super Box – Ask all of your friends and relatives to put their extra change in it. You can decorate it or cover it with inspirational quotes.

T

- Talent – Utilize and sell any talent or skill you may have.
- Travel Agency – Ask your travel agency for a plane ticket to raffle off.
- Tupperware Party.
- “Turkey Subs” – Encourage sub/pizza shops to donate a set amount (\$.50) from each turkey sub sold to benefit **Game On Cancer**.
- Tribute Pledges – A pledge made in honor or memory of someone.
- TV Show Party – Host a party for the premier or finale of your favorite show.

V

- Vending Machines – Coordinate with your vendor to add \$.05 to the cost of a snack or soft drink prior to your team, with the extra nickel going to your account.
- Video Sale – How many times can you watch Forrest Gump?
- Votes – Select three to five well-known and well-liked employees (must be men) to have the employees cast their vote (\$5 donation) for the individual they would like to see dress like a woman. Individuals with the most votes will spend the entire workday dressed like a woman.

W

- Waiters – Ask the waiters and waitresses in your favorite restaurant if they will donate one day’s tips.
- Water the Garden – Or any other chores you would normally do for free for neighbors, friends, or family.
- Wine Tasting – As with any other fundraiser, but especially with this one, the wine *MUST* be donated and all the liquor liability laws must be adhered to.

Y

- Yard Displays – Place plastic pink flamingos, wooden cows, or even a purple and pink port-a-potties in the front yard of unsuspecting donors... request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are to be placed next, and another donation as “insurance” that they don’t wind up back in their yard again.
- Yankee Candle Fundraiser

Z

- Ok, so we couldn't think of anything for z, but you get the idea! Good luck with your fundraising!