

diy dynamo toolkit

FUNDRAISING A-Z

A

ASK

Ask everyone you meet! The number one reason people don't give to charity is because they were never asked. Don't be shy about sharing your story or your goal. Your supporters want to hear why ending colorectal cancer matters to YOU, and giving them a number helps them identify an appropriate gift amount.

AUCTION

Hold a live or silent auction for various items. Be creative and use your talents and your connections! For example, a prime parking space or extra day off at work, a half or whole day off from work, a private music or sports lesson, or a free car wash can go a long way! Use our In-Kind Donation Request form to ask local businesses to donate items to the cause.

B

BLUES AND BREWS

Coordinate a local bar crawl with friends and family and charge everyone to participate. Don't forget to wear your best blue outfit. Better yet, order matching t-shirts through CustomInk and a percentage is donated back to the Alliance!

BOWLIN' FOR COLONS

Organize a bowling tournament at your local bowling alley!

BASKETBALL TOURNAMENT

Charge an entry fee for teams and host your own version of March Madness! Or just create a March Madness bracket pool and donate 50% of the buy-in.

BAKE SALE

Sell home-made delicious treats and goodies at a school, event, or other popular location. Make it even more fun by getting together with friends to do all the baking the night before!

C

COIN DRIVE

(Great for students) Place a large jar in the cafeteria and ask students and staff to contribute their left-over change from lunch. VARIATION: Penny Wars: Drop change in jars to compete against other departments, classes, bank branches. Pennies are worth positive points; silver coins and cash are worth negative points. "Sabotage" the other jars by dropping silver or dollars in them.

D

DONATE

The easiest way to fundraise is to make a donation to your own campaign. When others see that you're supporting your own cause, they'll be more likely to support you. Remember you can donate in other ways too, like donating what you would have spent on lunch for a week or that extra cash you made dog-sitting for the neighbors.

DRESS IN BLUE DAY

Have employees pay to dress in blue (or dress down) at work. This can also work with schools that require uniforms (with permission). Up the competition by raffling off other items – like a prime parking spot, extra day off, free lunch, or full month of casual wear!

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DATE AUCTION

Have people bid to spend a night of quality time with a potential suitor! All you need is a few outgoing volunteers who can have fun in the process! The highest bidder (in donations) wins the date. Host the auction at a venue that will serve food and beverage to make it a cocktail evening event. Pro Tip: Dates don't have to just be romantic. Get the community involved and bid on community figures, popular athletes, CEOs or other leaders, or even pets!

E

EMAIL

Send emails to your friends, family and co-workers asking them for support! Check your online HQ on your DIYNamos page, where we've provided templates you can use. You just have to click SEND!

EXERCISE/ENDURANCE

Running a marathon or planning a strenuous hike? Create a DIYNamo page and ask your network to support you with donations. Or if you're not an adventure enthusiast, organize a fundraiser at a local fitness studio and accept donations for a free barre, spin, or strength training class! Most studios already offer a program like this, so just check with the manager!

F

FACEBOOK FUNDRAISER

If you're on Facebook, you can easily create a fundraiser in support of The Colorectal Cancer Alliance. Once you've created your page, don't forget to update it with your story and photos and invite your Facebook friends to share it and make donations. Check out our Facebook Fundraiser FAQ.

FLOWER SALES

You don't even need a green thumb to do this fundraiser! Work with local florist or wholesaler to sell bouquets, potted flowers, or individual stems at your school or place of work. Try this around Valentine's Day, Mothers' Day or other special holidays.

G

GOLF TOURNAMENT

Tee Off on Colorectal Cancer! Work with your favorite golf course to set up a fundraiser on the links. Charge a fee for each foursome, provide prizes and incentives at holes along the way, and finish up with an auction and dinner. Check out our Golf Tournament Guide.

GARAGE SALE

Time for some much-needed spring cleaning? Host a garage sale and donate the proceeds to support care, prevention, and research.

GUEST BARTENDER

Partner with a local pub to be a guest bartender for the night! Schmooze the crowd, make the drinks, and take home all your tips as a donation!

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H

HAT DAY

(Great for schools) Students can make a donation to wear baseball caps or silly hats to school for the day.

HOLIDAY CARDS

Get together to design Holiday cards and sell them for donations. Utilize pre-holiday events to sell cards in bulk and raise even more funds!

HAUNTED HOUSE

For Halloween, organize a haunted house and charge admission.

I

ICE CREAM SOCIAL

Plan one at your place of work or with friends or children.

INCENTIVES

Tell everyone that for every \$50 they donate, they get a chance to win something (your homemade cookies, a day in your pool, a spin around the block in your new car, etc.)

INSTAGRAM

Use your Instagram account to fundraise! Create a “story” and show why you want to support the Colorectal Cancer Alliance. Don’t forget to add the Donate button to your story so people can easily donate!

J

JAIL + BAIL

For a donation, employees can be “arrested”. For an additional donation, they can post their own bail. Or, “arrested” employees have a bounty posted on the heads of fellow employees and they are not set free until the entire bounty is raised (\$100 or more per inmate).

JEANS DAY

Have coworkers donate \$5 to wear jeans for the day. Spice it up – Hat Day, Team Spirit Day, Dress in Blue Day, etc.

JEWELRY FUNDRAISER

Host friends, family and coworkers in your home or elsewhere to sell jewelry and donate back a percentage of the proceeds. The jewelry can be hand-made by you, or you can partner with a jewelry company – Alex and Ani and Kendra Scott have great programs! Host your event around the holidays so guests can buy gifts!

K

KARAOKE NIGHT

Hold this event at a popular neighborhood spot and charge an entrance fee OR rent a karaoke machine and hold a tournament at your house. Voting is done in dollars!

KAYAK FOR CANCER

Organize a group of friends to go on a day-long kayaking trip. Pack lunch, music, and other games. Ask for donations from attendees. Or, partner with a local livery and have them donate a portion of proceeds from daily kayak trips.

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L

LEMONADE STAND

Everyone can get involved! Let the kids help out and make the lemonade with a fun twist – add fresh fruit, serve as a slushy, or add an adult beverage. Sell in your neighborhood or get permission to sell at a public event.

LUNCH WITH A CELEBRITY

Raffle off a special lunch with the CEO of your company or a local celebrity.

M

MATCHING GIFTS

Increase your Impact. Ask your company to match what you raise. Many companies already have a Matching Gift program in place, but you can always check with HR to see what their policy is. Remind your donors to get their gifts matched by their companies, too!

MARSHMALLOW GOLF

Use marshmallows and set up 9 holes in the office to see who can be the most accurate with the puffy treat. Charge a fee for admission to the “course” and raffle off prizes to participants!

MERCH SALE

Create a design online and invite people to purchase t-shirts, hats and other merchandise to support your fundraising efforts. Many websites will help you create a design, email order forms, and collect donations all in one seamless process.

N

NIGHT AT THE MOVIES

Invite your friends over for a night at the movies. Charge admission, have popcorn, candy, and drinks to sell too.

NEW YEAR'S EVE PARTY

Bring in the New Year with donations to the Colorectal Cancer Alliance! Make this party one not to miss with a unique theme, raffles, and prizes.

O

OFFICE OLYMPICS

Ask management for a free Friday afternoon to host stapler competitions, copy paper box races, chair races, cubicle obstacle course, and many more. Charge an entry fee for participants or ask for donations to choose who wins.

ORNAMENT SALE

Get together with friends and make holiday ornaments. Sell them for a donation!

P

PAYROLL DEDUCTION

Employees can make their own contributions by having them deducted directly from their paychecks. A little each week can grow into a large amount! Contact your HR department or the Alliance to find out about any paperwork that may need to be filled out!

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POKER RUN

With four-wheelers or motorcycles. Charge an entry fee per vehicle. Riders stop at five different hospitality stops and playing cards are given out. At the end of the trip, the person with the best poker hand is the winner. Cap it off with a celebratory party!

POINT OF SALE COUPONS

Reach out to the Alliance and grab a few packs of our point-of-sale coupons. Ask local businesses to partner with you to sell the coupons at their register. The purchaser then writes their name on the coupon and pins it up on the wall. Or, turn it into office fun by selling to employees who compete to see whose cubicle or office can be the most covered! Coupons should be sold for at least \$1 each.

PARENTS' NIGHT OUT

Have volunteers babysit kids in your neighborhood, school, or community and host a parents' night out. This can be anything from a movie night to a wine tasting. Parents pay a fee for the evening and the babysitting. This is a great fundraising opportunity for community centers, camps, and schools.

Q

QUESTION JAR

Set up a jar and charge one dollar (or any donation) per question you answer. Ask your boss to set one in their office too!

QUIZ NIGHT

Hold a trivia night at a local establishment. See if the restaurant will donate a gift card to the winner and a portion of the night's proceeds to the Alliance.

R

RIDE FOR CANCER

Organize a bike or motorcycle (or even scooter or Segway) ride! Tour the city and stop at different locations for lunch and activities. Charge a fee to participate and collect donations throughout the day from participants and vendors!

RESTAURANT PROGRAMS

Dine and Donate! Many restaurants have programs where they'll support a charity by giving 10- 25% of the night's profits when customers bring in a flyer. Ask your local manager today and pass out copies of the flyer to everyone you know – and don't know! Pro tip: Share the flyer on social media and promote the event in advance. Sell point of sale coupons at the restaurant that night and host competitions between servers to see who can sell the most. See if the restaurant will let you have a guest bartender come in who can collect tips from a certain time frame!

S

SOCIAL MEDIA

Use Facebook, LinkedIn, Instagram, Snapchat and Twitter to reach out to friends you may not see every day or whose email addresses you may not have! You'd be surprised at who may have a connection to colorectal cancer. Make sure you thank your donors!

SCOPEFEST

Getting screened is the first step to preventing colorectal cancer and should be celebrated. Coordinate with your friends to schedule your screenings around the same time. Once you've all been screened, celebrate with a brunch or party with all your friends and ask for donations to support prevention and awareness.

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SACRIFICE

Do your friends spend a ridiculous amount of money on coffee? Sweets? Lunch? Try giving up that guilty pleasure for a week and donating the money you would have spent instead. \$25 from 10 people giving up their Starbucks is \$250!

T

TEAM SPIRIT DAY

Each employee pays \$5-\$25 to wear their favorite team t-shirt, sweatshirt, or cap! This is a great fundraiser during March Madness, the World Series, or other major sporting events.

T-SHIRTS

Don't just GIVE your event t-shirts out! Sell these coveted items to your team members or anyone who wants to get involved! Pro tip: Websites like CustomInk will donate back a portion of proceeds to the organization of your choice to double your impact!

U

UGLY SWEATER CONTEST

We bet your friends have ugly sweaters they're just dying to rescue from the attic. Hold an Ugly Sweater Contest! Have people vote using dollars. The sweater with the most votes (dollars) wins and all the proceeds are donated to the Alliance! You could also split the winnings 50/50 with the winner!

UNDY WALK

Want to participate in an Undy Run but there isn't one near you? Start your own version by hosting a community Walk. Encourage people to form teams and fundraise, spread the word via social media and through local media outlets or community centers. Order event shirts and coordinate some fun give-aways, free snacks, or a post-event picnic raffle! Don't forget to secure all the necessary permits with your venue!

V

VIDEO

Create a video that tells the story of why you want to support the Alliance. Don't be afraid to show the behind-the-scenes details. Share your video on social media and ask for donations in support of your cause! (Alternate option: create a Facebook Fundraiser and host Facebook Live videos to ask for support, or utilize your Facebook Story to share your own story and ask for donations that way!)

VIP PARKING SPOT

Have a fundraising competition amongst your co-workers or students and the winner gets one week or one month of parking in the coveted spots closest to the front door!

W

WINE TASTING

Host a wine tasting and provide some light snacks. Charge an admission fee (maybe \$25) and ask that each guest bring a bottle of wine. Wrap each bottle in a paper bag so you can't tell what it is and then ask each guest to vote on their favorite!

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WEDDING WISHES

Getting married soon? Consider asking for donations to the Alliance as a wedding gift, or forgo wedding favors and instead make a donation in your name.

X

X-MAS PARTY

Dedicate your yearly holiday party to the Alliance. Ask your family, friends, and coworkers for donations instead of presents. Attach pledges in honor of loved ones struggling with the disease and/or their caretakers on the branches of the Christmas tree and have each person pick a pledge to fulfill.

X MARKS THE SPOT (TREASURE HUNT!)

Sniffing out the clues, teams compete against each other to discover the donated "hidden treasure." Charge a fee for participation and ask for donations along the way.

Y

YANKEE CANDLE FUNDRAISER

Simply apply to create an account with Yankee Candle's Fundraising application: <https://www.yankeecandlefundraising.com/>. Then, share your link with friends and family, and 40% of everything sold using your link will be donated back to the Colorectal Cancer Alliance. Share it especially around the holidays or other celebrations to drum up the most business!

YOGA LUNCH

Get your coworkers to "OHMMM" away work stress in a yoga session during the lunch hour. Find a yoga instructor who will donate half or all the proceeds back to the Alliance.

Z

ZZZZ'S

Pay a fee to catch some extras Z's and come in late to work one Friday!

ZUMBATHON

Host a day-long Zumbathon at a studio near you! Ask the instructors to donate their time and charge a fee for participation. Bonus points if you can get items donated to raffle off – like a free week of classes!