

## **Fundraising Ideas**

The key to fundraising is to set a goal, and start NOW! Here are some great fundraising ideas.

### **Online Letter-Writing Campaign**

Send a letter through the 'Climb for a Cure' website to your friends, family, co-workers, vendors, neighbors, high school and college alumni, and everyone else you know and ask them to sponsor you. Letters are an easy and effective way to raise money. The key to making your letter successful is to ask for a specific dollar amount and to include a return envelope addressed to you.

*"Each year, we send a letter to our friends and family detailing our children's accomplishments and CF challenges for the year. The mailing list has grown over the years because people give us names of their friends and family members to add to the list. We are amazed at how much we raise from our letter-writing campaign, and with continually adding names, the letter raises more and more each year. This year, we are up to \$125,000! We are so grateful to have the support of our family and friends in helping us fight this disease." – Sharon DeLorenzo, Team Leader, Houston, TX*

### **Sneaker and Rose Pin-Ups**

Does your company have walk-in customers? Pin-ups are a great way to promote awareness for CF and 'Climb for a Cure' in a place of business. For a nominal donation to the CF Foundation, patrons can sign their names to a sneaker or rose pin-up and hang the image in a high-traffic area to show their support of the CF Foundation.

### **Corporate Sponsors**

Enhance your total by recruiting sponsors. Ask your company if they will sponsor the climb. Also, ask your team members about getting their companies involved in the climb. Don't forget about corporate charitable matching funds!

### **Jeans for Genes**

On a specified day, employees can make a pre-determined contribution (e.g., \$5) to the CF Foundation for the privilege of wearing jeans at the workplace. Make it a challenge—see which department or branch has the most participants. If you work in an environment that is already very casual, consider a hat day or crazy-shirt day instead.

### **Ice Cream Social**

Host an "ice cream social" in your office and ask the president of your company, or a department manager, to scoop the ice cream. Employees can make a donation to the CF Foundation in exchange for a frozen treat, and see their favorite senior manager in action!

### **Bake Sale**

Ask your co-workers to help you make a variety of baked goods and sell them for a price that will ensure you'll make a profit. Be sure to publicize the bake sale ahead of time so people bring money.

### **Guest Bartending**

Ask a local bar/restaurant if they will allow you and your 'Climb for a Cure' team members to guest bartend with tips (and maybe even a portion of the evening's proceeds) going to the CF Foundation.

### **Pizza Lunches**

This is a fun, easy and delicious way to raise money. Ask a local pizza establishment to donate pizzas and sell slices for \$5 each. You can invite the entire office, and it's a great way to socialize with co-workers you may not see that often.

### **Percentage of the Proceeds**

Ask local establishments to donate a percentage of the night's proceeds to the CF Foundation. In return, you should promote the "event" within your company and the local community to help drive traffic to the establishment. The more people who attend, the more money you will receive.

### **A Penny Per...**

Certain businesses are willing to donate a penny per item sold on a particular day or month to a charity. Establishments where this has been successful include: gas stations donating a penny per gallon of gas sold in the month of September; video stores donating a dollar per video rented each weekend for a month; bars donating a penny per beer sold on the weekend, etc.

### **Penny Wars/Jar Wars**

Select a specific week and ask employees from each department in your company to contribute coins to their department's coin jar. At the end of the week, the department that raises the most money wins!

### **Basket Auction**

Designate a theme basket to each of the departments in the organization (spa, chocolate, cooking, sports, book baskets, etc.). Have the people in that department contribute at least one item to the basket, and auction all of the baskets off on a designated day. In order to participate in the auction employees must pay a small fee (e.g.: \$5) that will go to the CF Foundation. People in the department who contributed to that basket cannot win it.

Members of different departments win baskets from the other departments.

### **Bag of 20s**

Everyone loves a 50/50 drawing! Walk around the office with a bag and collect \$20 bills from your co-workers. Ask them to write their name on the bill they drop in the bag. Shake up the bag and pull out a winner. The person who wins gets half the money and the other half goes to CF!