



# Fundraising Thought Starters

**Not sure what to do?** Here are 44 inspiring ideas collected from our community of fundraisers!

- 1. CORPORATE MATCHING:** Take advantage of corporate matching gifts programs. Many of your donors may work for companies that have a program like this — their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift.
- 2. HOST A SPORTS TOURNAMENT:** softball, lacrosse, soccer, basketball, kickball - you name it! Sports tournaments are a great way to build buzz for your fundraiser, meet your goal, and have fun all at the same time.
- 3. STEP CHALLENGE:** Ask people to pledge a dollar amount for each step you take during National Breast Cancer Awareness Month (October).
- 4. BIRTHDAY:** In lieu of a gift for your birthday, ask your friends and family to make a donation to your Komen fundraiser.
- 5. SET A DONATION CHALLENGE:** Encourage friends and family to donate their daily coffee, your age, your number of years of survival. This is especially effective if you are planning a fundraiser in celebration of a big event, like a birthday or wedding. You can do special shout outs every day on social media to keep the momentum going.
- 6. HOST SOMETHING:** Host a lemonade stand, bake sale, brunch, karaoke, or bingo and donate all the proceeds going toward your fundraiser. Note: you can add offline donations to your fundraising total instantaneously through the SGK Fundraise App!
- 7. WEDDING CELEBRATION:** Hold a wedding celebration party. Ask guests to donate rather than receiving anniversary gifts.
- 8. CLEAN OUT A CLOSET:** No time or not able to have a garage sale? No worries! Clean out that closet and sell your items online and put that money towards your fundraising. You can sell clothes on Facebook marketplace, ThredUp, or Poshmark.



- 9. TEAM UP!:** Recruit friends, family, neighbors, and co-workers to join a team with you! You can keep each other motivated and brainstorm ideas to make fundraising fun.
- 10. ASK YOUR NEIGHBORS:** Write a note to all the neighbors on your block or in your apartment building to join you in hosting a big fundraising event together.
- 11. ASK YOUR YOGA INSTRUCTOR OR PERSONAL TRAINER TO HOST A FUNDRAISING EVENT:** They can offer special classes or sessions where the proceeds go toward Susan G. Komen.
- 12. ART SHOW:** Call your friends and invite them to a local café for a cup of coffee, conversation, and art sharing. Encourage guests to bring their own painting or decorative piece. Holding the art show at a public venue will help to receive other donations or purchases of art to ensure success.
- 13. HOLD A GARAGE SALE:** Clean out your closets and garage and host a garage sale. Note: you can add offline donations to your fundraising total instantaneously through the SGK Fundraise App!
- 14. TRIBUTE DONATIONS:** Encourage your donors to make their donations in “honor of”, “support of”, or “in memory of” someone they know who has been affected by breast cancer. This is a great way to let them feel engaged with your experience.

- 15. BENEFIT NIGHT AT A LOCAL RESTAURANT:** Check in with your favorite local hangouts. Many restaurants already have programs in place to help you fundraise at their establishment.
- 16. SUPER CHANGE JAR:** Ask all your friends and family to put aside their spare change to be added to the super change jar. Set a date to empty it out and let everyone know how much “a little at a time” adds up!
- 17. BANNER:** Have a group of friends, your child’s classmates, or a local business help to design a yard sign for your front yard that you can use to promote your online fundraising page.
- 18. HOST A COOKING CLASS:** Ask your friends and family to donate to attend a cooking class with you and walk them through how to cook one of your favorite dishes or desserts.
- 19. HOST AN ONLINE WINE-TASTING PARTY:** Have a wine and cheese-tasting party. If you know anyone (who knows anyone!) who owns, manages, or works in a winery — ask if they will be your virtual host! Charge to attend. Have everyone purchase the wine beforehand and then walk them through the tasting online.
- 20. HOST A COCKTAIL CLASS:** Livestream a tutorial on how to make popular cocktails. Make it weekly/biweekly. Reach out to local bars to offer services in exchange for business promotion.

- 21. TEXT YOUR ASK:** SGK Fundraise, gives you an easy way to text message a link to donors. The link leads them to a mobile-responsive donation page where they can contribute. Download the SGK Fundraise app by searching “SGK Fundraise” in the app store on your Android or Apple device.
- 22. PAINT/CRAFT NIGHT:** Livestream a guided project. The art can even reflect the cause. Reach out to local colleges’ art department and studios for experts and instructors.
- 23. HOST A COFFEE GET-TOGETHER:** Meet your neighbors in the street with proper social distancing. Ask your favorite coffee shop to donate the coffee (and maybe even some goodies!). Invite your neighbors and friends. Let them know they will have a chance to pay tribute to someone affected by breast cancer (or any cancer) by signing your shirt. Suggest a donation of \$20 (or more!).
- 24. MOVIE/TV MARATHON:** Host a movie or TV series marathon. Choose a theme (Hitchcock, I Love Lucy, Gilligan’s Island, Seinfeld) and start the popcorn! Ask for donations to attend this virtual event and then provide a Zoom link so you can all watch together. Enhance the theme with a suggested \$1 donation every time a specific word or phrase is spoken, every time Hitchcock himself appears, or every time Jerry has an “aside” with Elaine.



**25. WEB-BASED AUCTION:** Get friends and family to donate things for you to sell on an internet auction site. Make sure to let bidders know that the item's selling price is going towards your fundraising.

**26. SAY IT WITH COLOR:** Color your hair pink or shave your head for donations. Become a human conversation starter and see how much attention you can draw to your dedication to the cause.

**27. SIGNING YOUR CORRESPONDENCE:** Get in the habit of signing your correspondence with your name followed by your Participant ID number. You'll be surprised by how many people will ask you what it means. You can use this method for letters and emails.

**28. VOICEMAIL:** Change your voicemail and answering machine messages to announce the fact that you are fundraising for Komen. This will be news to some and a reminder for all!

**29. LABELS/BUSINESS CARDS:** Create (or order) return address labels and/or business cards that state, "I'm fundraising for Susan G. Komen. Will you join me?"

**30. MEET THE PRESS:** Contact the editors of your neighborhood magazine or community newsletter. Ask them to interview you about what you've undertaken and why and include a request for support. Be sure they include instructions in the story for how readers can make donations to you.

**31. CAR WASH:** Go to your local car wash and talk with the owner/manager about doing a fundraising event there. Many people go to the same car wash every week. Post flyers a week in advance and then spend a few hours talking with people about what you are doing at the cashier stand. Hand people a flyer, accept donations!

**32. CREATIVE FRIENDS:** Ask a local artist or creative friend to donate a piece of art or jewelry that you can auction off. If you aren't creative yourself, ask a friend to design a thank you card or blank note card that you can package, tie up with a ribbon and sell.

**33. ERRAND SERVICE:** For a donation, run errands for those who do not have time to do their own. Walk dogs, do yard work, clean a neighbor's home, etc.

**34. HAIR SALON/BARBER SHOP:** Ask your hair salon/barber shop if they will donate \$2 from each haircut over the course of a weekend to Susan G. Komen.

**35. FLOWER SALES:** 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 or other special holidays.

**36. ZOMBIE WALK:** Invite the public to join you in a Zombie Walk. This is a fun way for participants to dress up like zombies and stagger around to raise funds.

**37. USE YOUR TALENT:** Offer any talent or skill that you have for a minimum donation; graphic design, massage, hair stylist, make-up stylist, photography, computer skills, sewing, music, baking a cake.

**38. DONATE YOUR HOURLY RATE:** Ask your friends to donate one hour of their salary to your fundraising.

**39. BROWN BAG LUNCH WEEK:** Encourage employees to bring in their own lunches for a week, or to eat in at home (remote employees) and donate the money they would have spent to the team.

**40. TALENT SHOW FUNDRAISING:** If you can sing then ask your community to donate \$50 with their song request and you will sing it on social media. Family Dance Party requests... Donate \$25 and the Stovall Family will dance to the song of your choice.

**41. SPORTS FAN FUNDRAISING CHALLENGE:** Challenge your friends to donate a certain amount within a time period and if that is met you will wear a rival jersey for a day.

**42. PINK TUTU CHALLENGE:** Challenge your community to donate or raise a certain amount and you will walk around your neighborhood in a pink tutu on event day.

**43. 1 IN 8 CHALLENGE:** 1 in 8 women will be diagnosed in their lifetime with breast cancer. I am challenging my community to get 8 donations in 8 days. This can be any amount that you want to give but each of these will represent the impact we can have to change this statistic.

#### **44. ENGAGE YOUR COMPANY AND YOUR CO-WORKERS!**

- a. Steps Challenge** - we may not be walking all together, but we will be walking on event day. Ask friends, family or different departments to “sponsor” your team by making a dollar amount donation for each step your team takes on event day.
- b. Got Talent?** Have your team members show off their unique skills with a virtual talent show! Invite co-workers to tune in for a donation.
- c. Game Night!** Host an online Bingo or Trivia night for your team members’ friends & families. Entrance to the game is a donation.
- d. Teach a Skill!** Is a team member a good cook? A DIY guru? Broadcast a live class for friends, family or your company in return for a donation.
- e. Spread the Support!** Find a creative way to invite your vendors or clients to join the movement to fight breast cancer. Can your team make a fun video to send out explaining your company supports and why your vendors should too!
- f. Recruit Leadership!** Do you want to watch your CEO sing karaoke? Dress up in a pink wig? ETC? Ask leadership to loan their influence to a good cause by taking on dares in return for a team donation.
- g. Remember Loved Ones!** We all know people affected by or lost to breast cancer. Provide your colleagues an opportunity to honor and remember loved ones. Can a team member create a graphic or social media frame (i.e. think “Our Company supports Komen” profile frame) that donors receive access to once they donate.
- h. Incentivize Donations!** Make your team a community – anyone that donates to the team receives something in return (i.e. a branded bracelet, pink ribbon pins, a virtual graphic, something to hang in their window that says “I am a supporter”)
- i. Friendly Competition!** Send weekly team emails with team member fundraising rankings to celebrate top fundraisers
- j. Email / Call Blitz!** Host a 30 minute email / phone blitz on the day of your event. Have each team member devote 30 minutes before the walk / race kick off to send last minute donation requests, follow up requests and thank you’s!

**THE BOTTOM LINE**—creating a fundraiser around something that you are passionate about or with resources you have readily available is always a great idea! Keep it simple and maximize your impact!

#### **FUNDRAISING PROTOCOL**

Many participants host local events and activities to help them reach their fundraising goal. If you plan to fundraise through these methods, please remember that local communities often have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities. Please check with your local government before fundraising in these ways. If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.) please check with the Property Manager first, before posting your materials. Be sure to note that your fundraising activity is for Susan G. Komen.