

100+ FUNdraising Tips

Parties:

- 1. House Party-** Have your friends over for a fundraising party.
- 2. House Warming Party-** Are you moving anytime soon? If so, ask your friends to make a donation instead of purchasing a gift for your new place.
- 3. Theme Party-** Hold a theme party for 10 (or more) of your friends. Donation: \$25.00 per person. Spend no more than \$5.00 per person on the food and you'll have \$200.00 (or more) by the end of the night.
- 4. TV Show Finale Party-** Remember M*A*S*H? Remember when Ross married Rachel? Remember when Jerry, George, Elaine and Kramer ended up in jail? How about when Niles and Daphne sped off in an RV on the "Frasier" finale? Gather a big group and friends to tune in to watch a big season or series finale. Charge them at the door and put the money toward the March for Babies.
- 5. Movie Night-** Pick up a new flick at a Redbox, make some popcorn, pick up some soda and invite your friends and family over for movie night.
- 6. Pizza Party-** Order or make your own pizzas!
- 7. Board Game Competition-** Get out those board games and start playing! Break into teams and let the fun begin. Place bets on winners and collect money for the March for Babies!
- 8. Casino Night-** Call your serious (or not so serious) card-playing friends and invite them over for poker night. Donate the money to your fundraising.
- 9. Happy Hour -** Invite all your friends (and their friends!) and charge them \$10.
- 10. Wine & Cheese-** Have your own or host a party at a local restaurant and ask the owner to donate the wine and cheese.
- 11. Pampered Chef-** Host a Pampered Chef party or something similar to raise money. Around the country, Pampered Chef representatives are hosting March for Babies parties for walkers and donating a portion of proceeds. Bon appetit!
- 12. Mardi Gras Celebration-** If you plan ahead, Mardi Gras can be the perfect time to kick off your March for Babies fundraising! Celebrate Fat Tuesday with a traditional king cake, which has a small plastic baby hidden inside. Everyone can place bets on who will get the baby in their slice, and whoever does receive it gets special privileges.

Restaurants:

- 13. Server Tip Donation-** Ask your local servers to donate a portion of one day's tips to your cause.
- 14. Bartender Tip Donation-** Same as the servers. Ask bartenders to donate tips from one night. You can create a sign for the bartender to place on the bar stating that "All tips collected tonight will go directly to '_____' who's walking

to raise money for healthy babies." If the patrons see that sign they may be willing to dig a little deeper in their pocket!

15. Money Jar- Ask your local restaurants to place a money jar at the front of the restaurant. Check with the restaurant manager. They may be willing to place the jar in a high traffic area so lots of patrons can see it.

16. Restaurant Night- A lot of chain restaurants will let you hold an event there, and give 10% of the proceeds from the night to your cause.

Sports:

17. Sports Tournament- If you enjoy competition, sports, and fun, organize a tournament in your area. If you have a basketball hoop or large yard, it can even be at your own home! Have friends organize teams and pay an entry fee to donate to the March for Babies. It's a great way to get exercise, help an organization, and spend time with friends!

18. Wii Tournament- If sports are more your style, have a Wii Sports Tournament instead! This can even be held in your office.

19. Bowling for Babies- Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and/or shoe rental and you can collect that money and turn it into fundraising.

Sales:

20. Garage Sale- Know all that stuff that's been hanging out in your garage, attic, or basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money you make toward your fundraising!

21. Bake Sale- Whip up some delicious baked goods and hold a bake sale, just like you did when you were younger! You can even have it in conjunction with your garage sale.

22. EBay Auction- Remember the garage sale idea? How about rounding up the goods from your friends and putting it all in EBay.com to be auctioned off?

23. Used Book Sale- Everyone has books that are sitting on shelves or in boxes collecting dust. Ask your friends, family and neighbors to donate whatever they've got and set up a little weekend book sale in your front yard. Put up some signs so people will know where the money is going. Once they know that they may even give you more money!

24. Door-to-Door- You may not have any Girl Scout Cookies to sell, but see what else you can come up with! Candy is a good idea since you can buy it cheap in bulk from your local wholesale store.

25. Raffle- Create an incentive for people to donate money by holding a raffle for fun giveaways. Give each donor a chance to win for every \$25 they donate. See what you can get donated or make yourself for the raffle! Some suggestions are: movie tickets, restaurant vouchers, an extra pair of season tickets, a weekend at your vacation home, dinner cooked by you, gift baskets, or gift certificates.

- 26. Silent Auction-** Silent Auctions can be a big hit! Ask companies to donate gift certificates, tickets, or other merchandise and use them for this fundraiser.
- 27. Love for Babies-** February is a fantastic month to kick start your fundraising for March for Babies. Something as easy as selling candy grams, baked goods, or colorful carnations can be a simple fundraiser. Adding a mission fact about heart defects to a Valentine heart-shaped lollipop can have a dual purpose – not only are you raising money, but spreading awareness for a cause you love.
- 28. Baby Bazaar-** Contact different vendors to come to one place, set up their things, and allow people to shop! Vendors can include your friends who sell homemade products such as baby clothes and diaper bags, or could be companies like Tupperware. Each vendor pays a "booth fee" and 10% of the sales for each vendor goes to the March for Babies.

Entertainment:

- 29. Set the Stakes High-** What are you willing to do if you reach your goal? Dye your hair purple? Perform a heartfelt rendition of "Don't Stop Believing" in public? If you promise something interesting, people will pay to see it!
- 30. Karaoke Night-** This is a fun one! Who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar and sing your heart out! Have the announcer tell the crowd that you're singing for donations! One neat idea is to have all of your friends cash in their money for dimes ahead of time. Whenever someone sings the word "baby" in a song, you have to give 10 cents to the March of Dimes!
- 31. Talent Night-** Do you have a little piano bar in your neighborhood and a talented piano playing friend? Ask the owner to let you bring some friends in one night for a cocktail and piano night. Charge anyone who attends and let them know that it's a fundraising event for the March for Babies.
- 32. Benefit Concert-** If you know any musicians or other performers, ask them to hold a benefit concert. Tell people that their admission ticket is a check made out to the March for Babies.
- 33. Trivia Night-** Hold your fundraiser at a local church, gymnasium, or restaurant.

Kids:

- 34. Family Fashion Show-** With a bit of organization, you can have your own fashion show! Have the children of walkers on your team be models. Clothing distributors and stores can pay a fee to have their clothes worn by the kids and attendees pay an admission fee.
- 32.
- 35. Mow-a-Thon-** Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for a donation.
- 36. Stroller Races-** Set up an obstacle course and race around it with baby strollers. If your baby doll falls out of the stroller, you lose! Even adults can have fun with this one!

37. Student Fundraising- If you're a teacher, get your students to help you fundraise. It will be a great learning experience, and kids are also incredibly creative and cute!

38. Other Parents- If your kids play on soccer leagues or any other sports teams, distribute brochures to the other parents at the event.

Office & Work:

39. Office Fundraising Challenge- Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the "winner" a prize like some movie passes or a gift certificate to dinner?

36. Business Cards- Print up some inexpensive business cards (you can even do it on your own computer). Have all the pertinent information on the card including your name, name of the event, and your address (or PO Box #). Hand these out to everyone you meet!

40. Meet the Press- Does your company distribute a newsletter? Does your company have interoffice e-mail? Take advantage of these! It's a perfect way to get the word out.

41. Company Vacation Days- Ask your boss or human resources director if they can swap one of your vacation days for a day's pay that you can put toward the March for Babies

42. Blue Jeans for Babies- Ask your company if you can sell Blue Jeans for Babies cutouts from the March of Dimes. For the privilege of dressing down, employees donate money to your walk.

43. Computer Screen Savers- Create a March for Babies screensaver and send it to everyone in your company! A gentle reminder is a good reminder!

44. Purple Balloons- This is a wonderful visual to encourage people to donate. Whenever someone either donates or commits to walking in the March for Babies, they receive a purple Mylar balloon to display at their desk. You can consider selling the balloons for a certain price. These balloons will stay afloat for a long time and it gets really fun to see how many people are involved in the March for Babies!

Arts & Crafts:

45. Art Auction- Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you could auction off.

34. Craft Fair- See if you can find enough friends who craft to have them each make items to sell at a fair!

46. Decorated Letters & Envelopes- These can be very eye-catching and will stand out among your friends' bills and junk mail.

47. Be Crafty- Create bookmarks or other easy crafts to sell to people you know.

Friendly Chores:

48. Baby Sit- Offer up your and/or your teenager's services and let your friends have a nice, quiet night out of the house!

49. Pet Sit- Are your neighbors going away and they don't want to leave "Spot" at the boarding facility? Charge them what they would have had to pay at the facility!

50. House Sit- Friends going out of town for a while? Maybe they need a warm body to stay in their place in their absence!

51. Neighborhood Chores- Are you a Mr. or Ms. Fix-it? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood or put flyers in mailboxes advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)

52. Errand Running- Offer to be your friends and coworkers personal assistant for a day (or maybe for just a few hours) in exchange for a large donation. Maybe \$250.00 or more!

53. Massages- For every contribution of \$100 offer a massage to the donor.

Coins & Change:

54. Loose Change Box- Decorate little boxes or jars for your friends and family and have them place it on their dresser. At the end of the day they can drop their spare change in the box.

55. Personal Loose Change Box- Create your own Loose Change Box. Keep a box or jar near your door and every day put all your extra coins in it. It adds up! Or put it on your desk at work instead and see if others will join you.

56. Coin Wars- Bring out your competitive side! Host a Coin War at your office or have your child organize one at school. Each jar can represent a classroom, grade level, or department. Have everyone place money in jars other than their own. Whoever has the least amount of coins in their own jar wins a pizza party or some other fun prize!

Local Support:

57. Local Business- Ask your doctor, dentist, therapist, veterinarian, or mechanic to make a check out to you instead of the other way around!

58. Travel Agency- Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.

59. Gym- Ask your gym to place a Make a Donation Jar at the front desk! Leave a stack of brochures at the counter, too.

60. Fitness Class- Have a stack of brochures with you when you go to your weekly Zumba or aerobics class and ask your instructor to make an announcement.

61. Hair Salon- Ask your barber or hairdresser to donate \$2.00 of every haircut they complete over one weekend.

62. Favorite Magazine- Call the editor of your favorite magazine and ask them to sponsor you on the walk. If you've subscribed to a particular magazine for a long time they may be willing to give something back to you.

63. Free Rent- Ask your landlord to donate one week or one month's rent to the cause!

64. Movie Theater- Ask your local movie theater to donate several movie tickets. Sell them and put the money toward your pledges.

65. Local Theater- Ask a local theater to donate a couple tickets to one of their plays or musicals and auction them off.

66. Tipping Jar- Ask local businesses to put a jar near the register or on their front counter. Tape of picture of your preemie or a picture from the March of Dimes and write a short explanation of why you're raising money. Have a stack of brochures nearby

67. Garden and Homes Tour- Check with a local historical society to see if they would sponsor a garden tour of one or several homes in your area. Promote the event in local newspapers.

68. Local Stores- Ask a local store manager what the hot selling item is these days and THEN ask them if they'd be willing to donate a % of the sales from that particular item to you.

69. Local Restaurant- Ask local restaurants to donate coupons or vouchers that you can raffle, auction, or use as incentives.

70. Clubs and Organizations- Send a solicitation letter to your local Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.

Awareness:

71. Local Newspaper- See if your local newspaper will feature you and your cause in an article. Make sure that you put in information about how people can contribute and have a photo ready to go!

72. Radio Station- Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Donations can be sent directly to you.

73. Church Bulletin- Place a notice in your Church bulletin letting the congregation know what you're up to!

74. Answering Machine- Change your answering machine and cell phone's messages to alert everyone who calls you that you're up to something special! Let them know that you need their support!

75. Return Address Labels- Print return address labels for your outgoing mail. Print something like, "I'm walking to raise money for healthy babies. Will you please donate to this wonderful cause?"

76. Signing your Correspondence- Get in the habit of signing your note cards and letters with your name AND "March for Babies Participant". You'll be surprised at how many people will ask you what that means.

77. Letter Writing- Write a letter to all of your family and friends explaining why you're walking for the March for Babies and ask them to donate.

78. Neighbor Letter Writing- Write to all your neighbors on your block (or in your building). Attach a letter stating why you're walking and ask them to make a donation. Deliver the letters personally.

79. In Memory Of- If you're walking in honor of a loved one, include a picture of you with your loved one in your letters, posters, and flyers.

80. Share Your Story- Tell your story and share about the walk. The more you talk about the hard work you're doing, the more people will share in that excitement and want to donate to you.

Sponsorship:

81. Corporate Matching Gift- Ask your company to match the amount of pledges you receive from your fellow co-workers..

82. Corporate Sponsorship- Identify one or several large companies and contact them directly. They may be willing to sponsor you completely.

83. Company Grants- Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time with March of Dimes and get paid grant money (donations!) for the work.

84. Beneficiaries- Get to know them well. You'll be asked where the money is going and it will be very impressive to a potential donor if you're able to speak eloquently about it.

College:

85. Universities and Colleges- Contact your local schools and ask if you can put an advertisement in their school newsletter asking for donations. Some of the organizations may even invite you to make a short presentation.

86. Fraternities and Sororities- Contact the National Chapter of your college Fraternity or Sorority and ask them to make a donation.

87. Alumni Organizations- Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.

Online:

88. Email- Send an email asking for support to *everyone* in your address book!

89. Animated e-card- Add some fun to the messages you send asking your friends to donate. Log in and click the "Send Animated E-cards" button to create your own personalized, animated e-card. The card includes a link back to your March for Babies personal page.

90. Email Signature- Customize your email signature with the March for Babies fundraising badge. Directions are at www.MarchforBabies.org.

91. Blog- Set up a blog talking about your baby. Often your family and friends have heard some of your story, but many probably don't know much. If you are open to talking about your child's story, set up a blog on the March of Dimes site, www.shareyourstory.org, or any other website that you are comfortable with.

92. Fundraising with Facebook- Put your March for Babies personal fundraising link in your status update. People really rally around a tangible goal so try a message like "I am \$150 away from \$500. If 30 of my 200 friends each donate \$5, I'll reach my goal!" For extra pep, share with a link, video, or cute baby

photo! Or create a "Help Me Support Healthy Babies" event and invite all of your friends. Include your fundraising link and ask for donations.

93. Facebook App- If you're on Facebook, our campaign app may just give your campaign the push you need! Add the App. The March for Babies Facebook application provides a dynamic badge for your profile and publishes a story each time you receive a donation. It's an excellent way to get the word out that you're helping the babies.

94. Mobile Apps- Fundraise on the go! Click on the graphic on the left side of your dashboard or go to the App Store/Marketplace to download the March for Babies iPhone or Android app; you can update your page, send e-mails and record donations anytime, anywhere. We've also optimized marchforbabies.org for smartphones so it automatically detects when you're visiting on your smartphone and makes it easy to see on a mobile device.

95. Twitter- Follow "@marchforbabies" so the tweets show on your timeline. Tweet about your fundraising or your team and ask your followers to help. Always include the link to your March for Babies personal page!

Other:

96. Birthday Gift Pledge- Ask for only donations as gifts. This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!

97. Curse Jar- C'mon, everyone does it. Now they'll have to pay for it. Place a Curse Jar in your office and whenever someone slips up, they have to open up their wallet, grab a dollar and put it in the jar.

98. Incentives- Swap a temporary tattoo or other small item for a donation. Even something as small as this can be a fun incentive for people!

99. Shop to Help- Buy some items off the www.marchofdimes.com/store, like wristbands or mugs, and sell them at a profit to benefit your team. Or instead, you can give them as a thank you to top sponsors. It is a great reminder of the cause.

100. Contribute First- Lead the way by making your own donation.

101. Expand Your Team- The more people who walk and fundraise, the more money you raise! Recruit new friends and family to walk with you. Also be sure that everyone on your team registers online.

102. Reminders- In case you didn't receive an answer the first time you asked-ask again! Your potential donor may need a little coaxing.

103. Updates- Send updates on your fundraising. Maybe your family or friends will even pass it on to others!

104. Random Stranger- Ask someone you don't know for money- you never know what could happen!

105. Say Thanks- You can never thank your donors enough. Write a thank you note and specifically mention how much they give. This will translate into repeat donors. Donors also love a picture of your team at the event to make them feel part of what you have accomplished!

106. Learn What to Ask- Ask for the right amount. Take a good look at who you're asking for donations and make sure you ask for the right amount. Don't ask for \$100.00 if you know they can pledge \$1000.00.

107. Don't Get Discouraged- Keep asking, no matter how many times you get turned down!

108. Start Now! The earlier you begin fundraising the better off you'll be. You'll be able to go way beyond what you ever could expect.

109. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask.- And ask again!