



RAISING THE BAR



[Fun]draising Ideas!

- 1. Craft a signature cocktail or shot**

Create a unique AIDS Walk Wisconsin shot or signature cocktail, and donate a percentage of proceeds to your walk team.
- 2. Beat the Bartender**

Bar games don't have to be just between patrons! Include bar staff in a quick game, like dice, to encourage more purchases. Offer a drink discount for a patron win but a team donation for a staff win.
- 3. Tribute Donations**

Encourage donors to make their donations in "honor of" or in "support of" someone they know who has been affected by HIV/AIDS.
- 4. Benefit Night**

Throw a themed party. Have a raffle or silent auction, and ask the bar to sell a special cocktail. Use a portion of the drink proceeds to support your team.
- 5. Drink Spin Wheel**

Want patrons to dare others into a game of chance or decide on what to drink. Have a spin wheel with drink names listed as well as sections for donations to the team.
- 6. Upsell your success**

Support your team and increase profits. Combine top shelf liquor sales or other upsell with a donation to your team.
- 7. Broadcast your success**

Although ARCW will promote your team and events, pair this promotion with your own social media to create a more powerful message!
- 8. Bar Olympics**

Bring the spirit of the Olympics to your bar and host a challenge to determine who grabs the gold. Challenges include darts, pool, eating competition, bean bag toss, volleyball, mini golf, softball. Further, get those registered to be on your walk team
- 9. Bar Tab Round-Up**

Ask bar patrons to round up their totals. If a bar tab is \$27, ask them to "round up" to \$30.
- 10. Fill the Bucket**

Prominently display a clear plastic bucket, creatively decorated with your team information and inspirational quotes. Challenge bar patrons to crumple bills and fill the bucket.
- 11. Sunday Fun Day**

Who doesn't like a Sunday Fun Day? Choose a Sunday and host a themed event at the bar to enjoy the remainder of the weekend.