



## Fundraising Ideas

Not sure how or where to start fundraising? We've got plenty of ideas for you!

Third party independent events are a great way to raise money to meet your fundraising goals. These events are organized by volunteers just like you and are run independently from AIDS Walk Wisconsin & 5K Run. The sky's the limit!

***When fundraising in general, remember many companies will match donations. Talk to your HR department to see if your employer has a matching gift program.***

Have fun and thank you!

### **Third party fundraising event ideas:**

- Brat fry or cook-out in front of your local grocery store
- Wine tasting event at a local bar or restaurant - Host a party at a local restaurant and ask the owner to donate the wine and cheese.
- Tailgate party, BBQ or Chili Cook-Off
- Raffle, silent auction, or art auction
- Concert - Rock on! - If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to AIDS Walk Wisconsin & 5K Run.
- BBQ or chili cook-off
- Poker/Card tournament - Call your card-playing friends and invite them over for poker night!
- Benefit breakfast, brunch or dinner at your home. You host and guests donate.
- Cocktails for a Cause- guest bartender at your favorite bar. Put your tips toward your fundraising goal.
- Bake sale – Become Julia Child or Mrs. Fields and host a bake sale with your friends. You can even have it in conjunction with your garage sale.
- Rummage/Garage sale – Do you really need all that extra stuff taking up space in your garage, attic and/or basement? Gather it up and ask your friends to do the same. Then pick a Saturday or Sunday, put the stuff in the front yard and sell! All your money raised can go towards your fundraising goal.
- Potluck at work
- Car wash
- The “Extra Change in my Pocket” Box – Create these little boxes for your friends and family and have them place it on their dresser or desk. At the end of the day they can drop any spare change in the box.
- 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 movie passes or a gift certificate to lunch or dinner.
- Voicemail message – This will alert everyone who calls you at home that you're up to something special! Let them know that you need their support!
- Fundraising dinner at your favorite restaurant – Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food and you supply the pledge forms!

- Themed party/dinner – Hold a theme party for 10 or more of your friends. Have each guest donate \$50, spend no more than \$20 per person on food and you'll have \$300 or more in pledges by the end of the night.
- Host a movie party at your house – Pick up a new release at your local Red Box or Netflix make some popcorn, pick up some drinks, and invite your friends and family over for the night. Make sure you have plenty of pledge forms out!
- Birthday gift pledge – It will be a lot easier for your friends and family to write you a birthday check instead of spending hours trying to shop for you! And then you can donate the amount to your pledge total.
- Delegate – Give 10 of your friends 10 pledge forms each and ask them to help raise money for you.
- House warming party – Are you moving anytime soon? If so, ask your friends to make a pledge instead of purchasing a gift for your new place.
- Radio Station – Call your favorite radio station and ask them to make an announcement on their air. They may even interview you. Pledges can be sent directly to AIDS Resource Center of Wisconsin office.
- Gym – Ask your gym to place a pledge jar at the front desk! Leave a stack of pledge forms at the counter as well, or have instructors make an announcement at the end of classes- maybe even do a Spinning Challenge Class!
- 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 \$50.
- Neighbor – Write to all your neighbors on your block or in our building. Attach a letter stating what you're doing and ask them to make a donation. Or just stick a flyer in their mailboxes explaining why you're raising money.
- Good Karma tipping jar – Ask local businesses to put a pledge jar near the register or on their front counter. Tape to the jar a picture of yourself and a short explanation of why you're raising money.
- Meet the Press – Does your company distribute a newsletter? Does your company have intra-office email? Take advantage of these...it's a perfect way to get the word out!
- Baby sit, house sit or pet sit
- Neighborhood chores – Place signs around your neighborhood or place in mailboxes advertising your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)
- Karaoke Night – Who cares if you can't carry a tune? Spend a Friday night at a karaoke bar and sing for pledges!
- In Memory of... - If you're walking or running in memory of someone, include a picture of you with your loved one in your pledge letter, on posters, etc.
- Pledges for each mile your walk or run – Ask people to pledge an amount for each mile of AIDS Walk Wisconsin & 5K Run. For example, \$5 per mile equals roughly \$15 (5K walk/run = 3.2 miles).
- Get your pet involved – People love their pets and they even love their friends' pets. Get the word out that if they were thinking about buying your pet a new toy, maybe they should think about writing a check to the AIDS Resource Center of Wisconsin instead.
- Television show party – The Oscars, Grammys, Emmys, show finale – all are fun opportunities to gather a big group of friends together for a party. Of course, charge them at the door and put the money toward your pledges.
- Local store – Ask a local store manager what the hot-selling item is these days and then ask if he or she would be willing to donate a percent of the sales from that particular item to you.
- Curse jar – Place a curse jar in your office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.
- Church bulletin – Place an advertisement in your church bulletin/newsletter letting the congregation know what you're up to! Or better yet, invite them to join you at AIDS Walk Wisconsin & 5K Run.
- 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.
- Do you have a favorite magazine? Call the editor and ask them to sponsor you for AIDS Walk Wisconsin & 5K Run. If you've subscribed to a specific magazine or local newspaper for a long time, they may be willing to give something back to you.
- Fraternities and Sororities – Contact the National Chapter of your fraternity or sorority and ask them to make a donation.

- Restaurant fundraising – Contact local chain restaurants to learn about fundraising night opportunities.
- Clubs and organizations – Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.
- Ask someone you don't know for money!
- Write to your local politicians – You support them, don't you think they should support you?

#### **A few general tips to help with your fundraising efforts:**

- Use social media! Share your story on Facebook, Instagram, LinkedIn and Twitter, linking people to your participant page where they can make a donation online.
- Make your own contribution – Lead the way by making your pledge first. People are more apt to give when they see you have made a donation to yourself.
- 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 at the AIDS Resource Center of Wisconsin office and get paid grant money (pledges!) for the work. You may need a letter from us stating that you'll be volunteering in the office, which we'd be happy to provide.
- Email Signature – Add a short sentence at the bottom your email signature saying that you're participating in AIDS Walk Wisconsin & 5K Run and ask for a pledge. Include an email link to your personal or team pledge.
- Send reminders – Remind people to support you in your fundraising efforts. If you didn't receive an answer the first time you asked, ask again! Your potential donor may need a little coaxing.
- Send a letter or email to everyone you know asking for support!
- 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 if you know someone could pledge \$1,000.
- Tell your Story – The more you talk about your upcoming adventure, the more people will share in that excitement and want to pledge you.

Have a great idea you'd like to share? Let us know. Email [aidswalkwisconsin@arcw.org](mailto:aidswalkwisconsin@arcw.org).

**Thank you again for your efforts in the fight against AIDS.**