

# Creative Fundraising



## **What is Creative Fundraising?**

They are fun and alternative ways to raise more \$\$\$ for your Walk Team. You will hear JDRF staff refer to this as a “Wrap Around” event. These events can take place any time during the year and any money raised at these events can be directed to your Walk Team totals.

## **How do I get started?**

Work with all of your Walk Team members to think of an event that will help the team generate more money. Call your local JDRF office and talk to the staff member working on your walk. Staff members can give you great insight in to what has or hasn't worked in the past.

## **Once I have an idea what's next?**

If you are looking to have this event at a business establishment call them and ask if they have done anything like it before. You will find that most places have done a similar type of event.

After that get the word out! Ask your Walk Teams members to support the event by asking everyone they know to attend!

## **How do I advertise for an event like this?**

Take out that Holiday Card list, break out your email address book and post signs in high traffic areas. Ask local newspapers and radio stations to mention the event and talk to your local stores about putting up posters.

## **What are some samples of events/ideas that have worked?**

We have seen a variety of events that have helped our family teams. Anything from a car wash, to setting a table up outside a grocery store, to a bake sale, to a 50/50 raffle, to a bottle and can drive, to a dinner dance or even a yard sale!

Be creative and think of something that you can ask people to attend and support. Please see the Creative Fundraising Ideas sheet for a full listing of fundraising event ideas.

## **What are some of the key tips that will help my team be successful?**

Don't be afraid to try a new idea! Include everyone who is walking or who you think should walk with your family team. Open the event to the public and get as many people there as possible. Another great tip for making sure it's a success is to talk to JDRF staff members - they are a great resource when it comes to planning and executing events!



# CREATIVE FUNDRAISING IDEAS

- **JDRF Paper Sneaker Sales:** Sneakers can be sold all at one donation level, or each color can be sold at a different price point. Sell them at local businesses, grocery stores, at the office.

- **Food/Beverage Sales:** Cookies, donuts, bagels, popcorn, muffins, hot dogs, pizza, ice cream, smoothies, etc.



- **Car Wash**

- **Put "Extra Change" canisters at local business' or at your employee's cafeteria.**

- **Drawing For Gift Certificates, Tickets, Or Prime Parking Space At The Office:** For a donation of a specific dollar amount, donor is entered into drawing.

- **Used CD/Book Sale**

- **Live, Silent or Online Auction**

- **Special Event:** If you have a birthday or anniversary approaching, host a party and ask that guests provide you with a donation to JDRF in lieu of gifts.



- **A Day of Silence For JDRF:** Accept pledges to silence an "exuberant" employee or family member for a day.

- **Lemonade Stand:** Get the kids involved!

- **Yard Sales:** A great way to meet the neighbors and raise JDRF funds!



- **Penny Drive:** Collect everyone's pennies!

- **Spaghetti Dinner:** Sell tickets for all to come and enjoy your award winning spaghetti!

- **Dinner Dance:** Host a dinner and dance at your home and invite all of your friends to donate to help raise funds for JDRF.

- **Break A Balloon Contest:** Buy a dart for \$1-\$5 and throw it at a wall of balloons to collect the prize inside. Prizes can include casual days, prime parking spots, free lunch, gift certificates, etc.

- **Recognition Day:** Sell balloons, cupcakes, flowers, cards, etc. to be given to a co-worker on a designated day as a show of thanks or appreciation.



- **Jail A Manager:** Place a management employee "under arrest," charging \$1-\$5 a minute to keep him/her in jail.

- **Team Spirit Day:** For a donation of \$5, employees wear a jersey, t-shirt, sweatshirt or cap of their favorite sports team.

- **Cook Off:** Charge an entry fee and donation to JDRF to cast your vote.



- **Executive Dunk Tank Or Pie Throwing Event:** Employees make a donation to JDRF for each toss.

- **Relaxation Day:** Bring in a massage therapist to perform neck and back massages for a donation to JDRF.

- **Meeting Or Workshop "Etiquette Rules":** Fine co-workers a \$1 or \$5 donation to JDRF for arriving late, not turning off cell phones, having side conversations, etc.

- **Lunch With The Boss:** Employees who made a donation to JDRF are entered into a drawing for lunch with a top level executive.

- **Manager Cook Out:** For a \$10 donation, employees dine on food prepared by the management team.

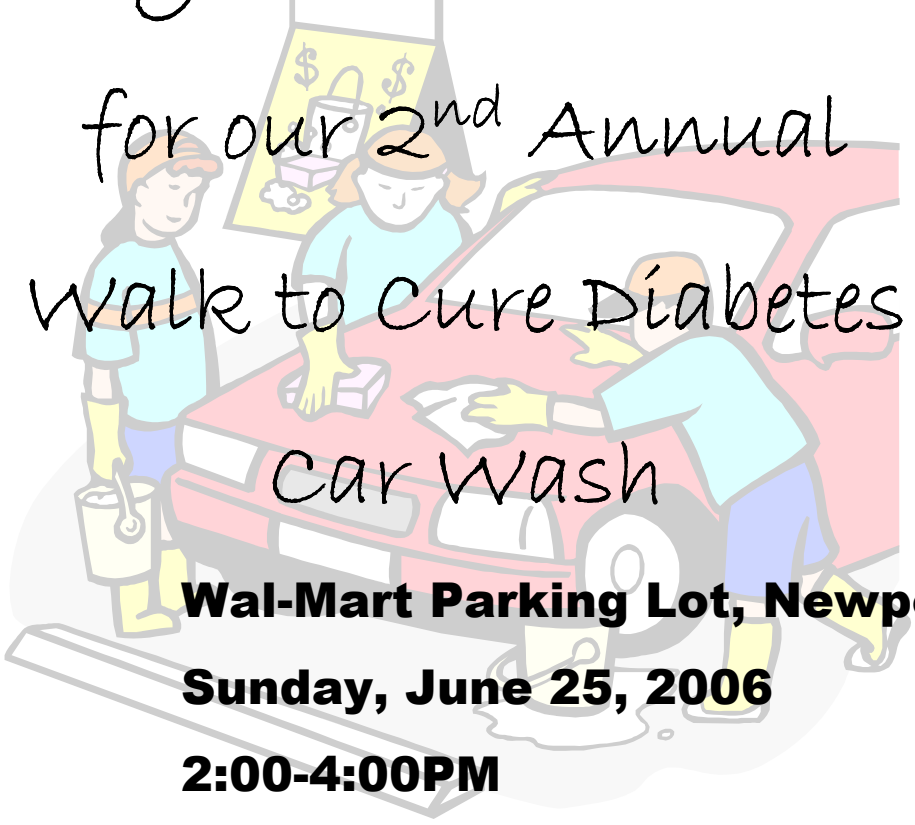
- **Jeans/Casual Day:** For a donation of \$5, employees dress casual on a designated day. Or, sell a year's worth of Jeans Day privileges for \$100, or one month for \$25.



**SAMPLE** *come join*

*Dylan's Dasher's*

*for our 2<sup>nd</sup> Annual  
Walk to Cure Diabetes  
Car Wash*



**Where: Wal-Mart Parking Lot, Newport, RI**

**When: Sunday, June 25, 2006  
2:00-4:00PM**

**Why: Support Dylan's Dasher's in their quest to help the JDRF find a cure for diabetes and its complications!**





\$.05 here and \$.05 there



# SAMPLE

NEED HELP S!!!

Join us for the

“Jillie’s Team”

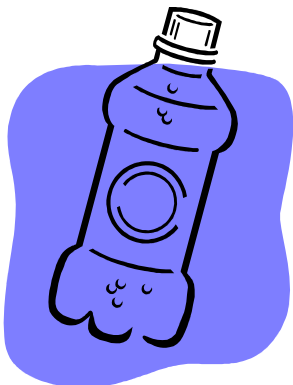
## 1<sup>st</sup> Annual Bottle and Can Drive

Benefiting

JDRF and the RI Walk to Cure Diabetes

Collect as many **bottles and cans** as possible  
and then drop them off at the ... grocery  
store between **11:00am -3:00pm** on  
**Saturday, August 30<sup>th</sup>**

Can't make it? Call ... .., Team Captain  
and we will arrange for someone to pick  
them up!



# SAMPLE

*You are cordially invited to attend our first annual  
Valentine's Ball*

*At Pawtucket Country Club*

*On February 11, 2006 at 6:00 pm*

*Please celebrate with us and enjoy an elegant evening of:*

❖ *Dinner*

❖ *Silent Auction*

❖ *Raffle*

❖ *Guest speakers*

❖ *Dancing to the music of "Studio C"*

