

FUNDRAISING IDEAS

24 Hour Events

A 24 hour event is a great way to gain publicity for your organisation, especially if you turn the event into some sort of challenge and get the whole community involved. Think about what your organisation provides in the community and create a challenge around that. It could be 24 hours of music, art, dance, chess, debating, cooking, gardening, or just about anything. In addition to paying an entry fee, participants seek sponsorship for every task (game, lap, dance, cake) or hour completed.

Antique Fairs

Antique Fairs can work in all sorts of ways. The easiest and most effective way is to enlist the help of an antique expert to appraise items in return for promoting their store. People then bring along items for appraisal and pay your organisation for the privilege of doing so.

Art Exhibitions

There are several ways to hold an art exhibition and you can make it as big or as small as you choose. Some ideas include:

- An exhibition of your members' work.
- An exhibition and auction of celebrity works.
- An exhibition where individual artists contribute to a group show. You can choose to select artists based on certain criteria, or have an open exhibition.
- Partnering with an established artist to promote a solo exhibition.

Charging a small entry fee to view the exhibition is one way to raise funds, but the majority of your fundraising will occur by either auctioning donated works, or taking a percentage of all artworks sold.

Auctions

You can run an auction on just about any theme, and they have the potential to raise thousands of dollars. To find out all sorts of tips, tricks, and advice about running a successful auction, check out the 'Planning an Auction' article in our Members Area.

Birthday Parties

Parents pay big money for birthday parties, especially if it is something a little different. Think about what your organisation can offer for children to have-a-go at, and create a birthday party around that theme.

Boat Trips

Chartered boat trips are a great social occasion and they can help raise some quick cash too. Simply charter a boat and sell individual tickets at a profit. You can, of course, organise all sorts of fun activities for your guests while you are at sea.

Buy a Brick

This idea has been around for years and can be adapted to suit any sort of building project. Ask individual people to support your venture by literally paying for an individual piece of the construction. Depending on your project, supporters could buy a brick, roof tile, fence paling, or paving stone. Trees and shrubs could also be individually sponsored for outdoor projects.

Calendars or Diaries

There are several companies that can turn your pictures into standard calendars, or you can design your own calendars or diaries specific to your organisation. You could include things like committee names and numbers, dates for committee meetings, tournaments, exhibitions, awards and other events which are relevant to your members.

Cash for Cabbages

Cash for Cabbages is an idea that means your organisation receives a certain amount of cash for every cabbage sold over a certain period of time. (Of course, it doesn't have to be cabbages!) This type of fundraiser can be organised with various types of retailers and you could choose a product that has links to your organisation.

Christmas Campaigns

There are all sorts of fundraising activities that can be built around a Christmas theme with a twist, making it unique to your organisation. Some ideas include Christmas cards, personalised decorations, Christmas trees, carol concerts, Christmas light show, photos with Santa, or a Christmas fair. You could also do Christmas gift wrapping for donations in a shopping mall or large department store.

Club Books

Club books are simply a compilation of submissions from your members and can have any theme you choose. Books full of recipes, school holiday ideas, and art and craft activities seem to be the most common, but you could choose a special area of interest for your members, and sell them for a healthy profit.

Club Merchandise

Club merchandise is a good way to raise funds, particularly, if you brand merchandise that your members actually need. Schools, pre-schools and sports clubs could have their logo printed on bags, hats, drink bottles and T-shirts - if your members need to buy them anyway they might as well be through you.

Coffee Evening

Great coffee is as much an art as great wine. A coffee connoisseur evening is a fun way to cash in on the cafe scene. In partnership with a local cafe, have their barista give various coffee related demonstrations. They could explain the technical differences between types of coffees, provide tastings of different coffee roasts and suggest sweets for each cup. People pay an entry fee to attend the evening (or morning if you would like to get some sleep) and the cafe offers a percentage of any items sold at the event.

Coin Trails

The idea of making a trail with coins has been around for generations, but has become less popular with the advent of EFTPOS. Coin trails can still work well provided participants are warned in advance to bring coins.

Choose a flat area of concrete and use chalk to draw out your logo, or a picture that relates to your organisation, or specific fundraising target. Encourage people to place coins on the picture to help colour it in.

Collection Buckets

Gone are the days when door-to-door appeals made tens of thousands of dollars because many people do not have spare change to toss in the bucket. However, collection appeals can still work,

provided you do them at the right place and at the right time. Target your collection appeal to a specific event where you have a captive audience with loose change in their pocket.

Pub collections are also a great idea. Put yourself in fancy dress and, with the bar owner's permission, ask patrons for a donation. The alcohol usually loosens the wallet and once one person gives, all their friends will follow.

Cow Pat Betting

Cow Pat Betting is a truly interactive way to run a raffle. An area of land is pegged into numbered grids and a cow is allowed to roam freely. Prizes are awarded to those who correctly guess (or draw) the numbered square where the cow decides to poo.

Demonstration Nights

Demonstration nights are just that - a night full of demonstrations where people can learn something new and perhaps even have the chance to try it out.

Some demonstration themes include cooking, arts and crafts, basic handyman skills, hair, makeup and fashion, home entertaining.....the list is endless.

People pay to come along, and you can add to the night with raffles, giveaways and an auction.

Discos

Discos are an age old fundraising idea, and they still work incredibly well. For lots of tips, tricks and advice about organising a successful disco, check out our 'Planning a Disco' article in the Members Area.

Dog Tucker Ram Drives

Ask farmers if they will donate their old rams for meat processing. Club members then sell the 'dog tucker' to raise funds.

Donate an Hour

More and more businesses are choosing to help make a difference in their communities and they are encouraging their staff to also be actively involved. One way workers can do this is by donating one hour worth of wages to your organisation every month.

Start by hosting an after work function where you can present your organisation to the staff. After the presentation, give staff members the opportunity to complete an automatic payment form to have the equivalent of one hour's wages deducted every month. You could also encourage the business to match their staffs contributions - dollar for dollar.

Dress Up Days

Simply think of an item of clothing that relates to your organisation and ask local businesses to dress-up for a specific day. Staff members can make a donation for the privilege of wearing mufti. To generate even more publicity you could make it a corporate challenge setting bank against bank, store against store and so on. The same idea can be used amongst schools-particularly if your organisation is related to children or families.

Easter Egg Hunt

Either seek sponsorship for a whole heap of Easter eggs, or ask members to bring in donations in the weeks leading up to the event. Choose a specific park, reserve, or section of your grounds where the hunt will take place and then sell tickets to people who want to take part. On the morning of the

event, hide all your eggs and, at a specified start time, let everybody go hunting.

To make sure everybody goes home with some eggs, it is a good idea to have two separate hunts - one for young children and one for older children. You may also like to hold back a few bonus treats for anyone who misses out during the hunt. Remember to note how many eggs you hide and how many are collected. That way you can check if there are any left to find.

Eftpos Extra

Having collection boxes on shop counters used to be very effective, however, more and more customers use only EFTPOS for shopping and spare change is harder to come by. Team up with a large retail store and encourage customers to add \$1 to every EFTPOS transaction. There are lots of ways this idea can be managed, but a simple way is for the store to treat the transaction as a cash-out - a \$1 coin is removed from the register and put into your collection box.

Event Clean Up

Nobody likes cleaning up after an event, especially if they have already put in weeks or months of organising it. Many commercial event organisers pay not for profit groups to do the clean up job and some not for profit groups ask like-minded organisations to help them.

If you are aware of a big event coming up, contact the event organiser and ask how much they would donate to your organisation if you took care of the clean-up.

Firewood Sales

Ask around local farmers or land owners for them to donate a tree for firewood. Club members get stuck in to cut, sell and deliver the firewood.

First Aid Kits

Everyone needs a good first aid kit in their home and car, and they are easy to make up. Purchase a quantity of plastic containers in bulk, and fill them with the necessary first aid equipment.

Add a profit margin to each kit, and market them to your members, friends and supporters.

Food Festivals

New Zealand has some fabulous food festivals of international standard and many of them started as small fundraising events for local organisations. To make your food festival something different, you need to find an angle that hasn't been done in your region before. It may be a food festival that focuses on a particular part of the world, or perhaps, a particular part of the palate. Imagine a festival of 'Food with Fire' (spicy food), or 'Sweet Indulgence' - the possibilities are endless.

Fruit Picking

All over New Zealand there are fruit trees producing fruit that is going to waste. Ask your members to bring in excess fruit from their own gardens and think about friends or family that may also have fruit surplus to requirements. Organise a sales stand outside your office, or bag up all the fruit and take it to the local markets. If you have large quantities of fruit you may be able to sell it to a commercial manufacturer.

Funniest Home Videos

Just about everybody has a video or DVD recorder these days, so it's easy for people to create their very own 'funniest home video'. Host a 'Funniest Home Video' competition and ask members to

submit their movies for judging with a small entry fee. Sell tickets to a 'Funniest Home Videos' movie night and present the awards in true OSCAR style.

Gift Baskets

St. Valentine's Day, Easter and Christmas are all a great opportunity to sell luxurious gift baskets and with careful planning it can be a real money spinner.

Simply make a sample of three or four different styled gift baskets and visit local businesses asking for orders. Industrial areas are particularly good as men like to have the perfect gift solution without having to think very hard!

Once you have taken the order, ask your customer to pay in advance, or at least pay a healthy deposit. This ensures the sale actually goes through and gives you some cash flow to prepare your baskets. Deliver the baskets on a pre-agreed day.

Gumboot Throwing

This is great idea for a fair or gala. People simply pay a set fee to toss a gumboot and their distance is recorded. At the end of the day, the person who has thrown the gumboot the furthest - WINS. You may like to have several categories so that everybody gets a fair chance. Perhaps one prize for men, one for women, one for boys and one for girls.

Indoor Games Night

Good old fashioned board games are fast becoming extinct with television and computer games definitely taking over. An indoor games night is a fun way to encourage family time with real conversation and you can turn the event into an inter-family challenge.

Families buy tickets to enter the event and they compete against other families in various games. Choose simple games that everybody knows or can learn quickly, and build in a special twist. Perhaps they could play 'pick up sticks' using giant sticks, or play chess where each person has to take turns deciding the next move.

Metal Recycling

Believe it or not, there is money to be made in scrap metal - and not just in cans. Metal merchants will pay you for all sorts of scrap including aluminium, copper, brass, lead, batteries, electrical cable, steel, stainless steel, roofing iron, radiators and machinery.

Phone a local merchant to find out exactly what types of metal they will take and how much they will pay, then organise a collection amongst your members. Many merchants offer a bin for you to collect everything in and they will come and pick it up.

Moo, Sheep and Horse Poo

If it's good enough for the Auckland Zoo, it's good enough for you. Rural organisations can collect animal manure, bag it up and sell it as fertiliser. A good money-maker all year round.

Party in the Park

Think about ways your organisation can use the local park to create a fun day out. You could facilitate various stalls and activities and charge people an entry fee to attend. By joining forces with another community group you could make the event bigger and brighter and make some extra money by charging them a stall fee to be involved.

Pea Straw Sales

Once pea paddocks have been harvested, clubs can move in to bale and sell the straw remnants. Pea Straw makes a good garden cover, so contact your local garden club for some potential buyers.

Photo Sittings

Lots of people like the idea of having a family photo done, but many don't get around to it unless an opportunity drops right in their lap.

Make an arrangement with a photographer to provide a free sitting and basic print for a specified number of people and then sell the photo sittings at \$10 each. Your members get a great print for just \$10 and the photographer has the opportunity to sell bigger packages to those who want it.

Some photographers come to you and take the photographs over one or two days. Others are happy for you to sell vouchers and members organise their own appointment at the photographer's studio.

Private Parties

Ask your members to host a private party and ask each of their guests for a donation. They could host anything from a garden party to a black tie dinner - and anything in between.

Roast Dinners on the Run

Everyone loves a good roast dinner - especially if they do not need to make it themselves. Pre-sell tickets for individual roast dinners which people can collect on the way home from work. Simply cook the right amount of meat and vegetables, and dish them into aluminium trays for people to collect. For an extra charge you could also offer a winter dessert such as steam pudding or apple crumble and cream.

Once you get the hang of it, you can make Roast Dinners on the Run a monthly activity. If you get it right, you'll be surprised by how many people make your roast dinners a regular habit.

Scavenger Hunts

The television programme 'Amazing Race' has breathed new life into an old fundraising idea - scavenger hunts. A scavenger hunt is, quite simply, an event where teams are challenged to find clues, visit places, or perform tasks in order to win the game. The scavenger hunt can take place all over the city, or within specified boundaries as stated by you. Teams are charged an entry fee, with one grand prize up for grabs.

Some ideas for a scavenger hunt include:

- Ask participants to take digital photographs of their team members at various locations. Do not tell them exactly where, they must decipher the location from a series of clues. Then, see if they are correct when they return with the photos.
- Ask participants to take digital photographs of their team performing various challenges.
- Give participants a series of clues that will help them find specific locations. At each location they must find a pre-placed symbol or flag to prove they were there.
- Ask participants to collect a list of items from around your city.

However you organise your hunt, make sure you provide plenty of time for your participants to complete the challenges safely.

Second Hand Shop

Granted, not every organisation has the resources to run a fully fledged second-hand shop, but you

can make use of what you do have and run a small second-hand corner within your clubrooms.

Ask members to donate good quality second-hand goods and have the shop open anytime your rooms are being used. You could have a volunteer roster to actually man the shop, or set it up with an honesty box. Only you know what system will work best for your members.

Sell Your Space

Look around your organisation and see what spaces you have available for advertisers. You could sell advertising space in your newsletter, on your building, fence, car, or team shirts. Be creative!

Swap Meets

You can have a swap meet for just about anything - craft supplies, magazines, clothes, books, tools, sports gear, uniforms, the list is endless. Stall holders simply pay a flat fee to bring along their goods, which they can then swap with other stall holders. There is no buying and selling - it's trading only.

Tabloid Sports

A Top Team event is simply a large scale tabloid sports day with lots of outrageous games and activities to complete. You could make the day an inter-family competition, or invite corporate teams to challenge their rivals. Charge each team an entry fee, and ask them to find sponsorship as well. The team with the most sponsorship gains extra points. Costumes, side shows, and food stalls would make the day lots of fun for the whole family.

Themed Fun Runs

Hosting a fun run or walk is not a new idea, but you can make it unique by introducing a special theme or twist.

Perhaps you could ask everyone to dress in a certain colour, wear a hat, or participate in their best glad rags. Can you imagine a Black Tie Fun Run complete with champagne at the finish line? What a hoot!

Time Capsules

Time Capsules can be done at any time and any place. They work particularly well around anniversaries, reunions, or the construction of a new building.

Simply sell empty sealable containers as time capsules and invite people to fill them with personal mementos from this period of time. In a special ceremony, bury them all in the ground and lay a concrete slab over the top. Attach a plaque explaining why this spot is marked and when the time capsules will be uplifted.

Walk to Work Week

With the price of petrol going up all the time, a 'Walk to Work Week' challenge is a great way for people to raise funds for your group, and start saving themselves money at the same time.

Simply challenge your members, friends, supporters and local celebrities to walk (or cycle, skate, scooter...) to work for a week. They then donate the money they save in petrol and parking to your organisation. Once they realise how much they have saved, they may even choose to continue their new found habit! Win-win!

Wear Your Slippers to Work Day

Who wouldn't want to wear their slippers to work in the middle of winter? Approach local businesses and ask if they can allow their staff a 'Slipper Day' in return for a Gold Coin Donation. Get

your local media onboard and encourage your whole town to get involved. You could even create a special pair of slippers just for your cause.

Winter Challenges

Challenge your members to do something considered 'crazy' for a cold winters day. It could be a winters swim, a camp-out or an ice-cream eating activity. The unusualness of the activity should generate some media attention, especially if you relate it to your cause in some way.

World Record Attempts

You can turn any fundrasing activity into a world record attempt, and it is a great way to gain publicity and encourage participation from the community.

You organise the event, and charge people for the privledge of taking part. (Even a gold coin donation adds up when you multply it by 1000 people.) Not only do participants help you raise money, they get a shot a stardom as well.

World Record Attempts can be just about anything. For more information visit www.guinnessworldrecpts.com.