



DetermiNation™

100 Fundraising Ideas! (and a few extra...)

- 1) Start Now – The earlier you begin fundraising, the better off you'll be. You'll be able to go way beyond your pledge minimum and then you can focus on your training.
- 2) Set-up your ACS online fundraising page -- Visit <http://determination.acsevents.org/> to set up your page, share your story, and email friends and family!
- 3) Make Your Own Contribution – Lead the way by making your pledge first.
- 4) Ask for specific amounts....and make sure it's the right amount – Take a good look at who you're asking for donations and make sure you ask for a reasonable amount. Don't ask for \$10 if you know someone could pledge \$100 and don't ask for \$50 from someone who may only be able to donate \$5 or \$10.
- 5) Pledges for each mile you run – Ask people to pledge an amount for each mile of the race. For example, since you are running 13.1 or 26.2 miles at \$1 per mile and you'll receive \$13-26 dollars. Donating per mile can be a good way to get a lot of small donations, which can add up!
- 6) You can also ask people to donate "their birthday" (their age) in honor of the "more birthdays" campaign.
- 7) Emails are great but some of your relative and friends may prefer a phone call, letter, or hand-written card. Think about the people you are asking and reach out in the most appropriate manner. If you send letters or cards, include an offline donation form and a stamped and self-addressed envelope.
- 8) 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, the name of the ACS event and a link to your fundraising page. Hand these out to everyone you meet!
- 9) Put a pledge sheet at the office at your desk – Include your fundraising letter so that people can see what an amazing thing you are doing! Follow-up with people as the event gets closer with a link to your page so they can fulfill their pledge.
- 10) You can also put a change jar/ACS box in the break room – Dimes, quarters, and dollars can add up after a few months!
- 11) Corporate Matching Gift – Ask your company to match the amount of pledges you receive from your fellow coworkers or for your entire DNation total. Don't be afraid to ask HR...the worst thing they can say is no. ☺
- 12) Your Friend's Matching Gift – Ask a friend to see if they can investigate getting their company to match pledges.
- 13) For any event you host, get local businesses to sponsor your event (for example - For a \$75 donation, put up a sign at your event saying "sponsored by" and include the businesses logo or names)
- 14) 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 and often have funds just waiting to be spoken for!
- 15) Host a bake sale and ask local businesses and friends to donate baked goods (Perkins/Baker's Square donates pies!) One DNation participant made \$1000 in 2 days with a "Cookies for the Cure" bake sale!
- 16) Reach out to local businesses you frequent to see if they will support you (dry cleaners, mechanics, nail salon, etc)

- 17) Set up a “Dining for a Cause” event at your favorite local restaurant and invite everyone you know to eat out. (Some national restaurants like Pizza Hut, Culver’s, and Applebee’s do this all the time and will donate anywhere from 10%-20% of the night’s total to your cause.)
- 18) Birthday Gift Pledge – This year, celebrate your birthday by celebrating more “birthdays”! 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.
- 19) Delegate! – Have a friend who wants to support the ACS but isn’t ready to take on an endurance event?
- 20) Give 10 or your friends 10 pledge forms each and ask them to help raise money for you at their offices or among their friends.
- 21) Host a Marathon House Party – This is a sure-fire way to raise money. Collect donations and entertain at the same time. Create a theme (ex. Costume party) and have fun!
- 22) 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 the money raised can go toward your fundraising goal! Be sure to put out a jar for general donations to ACS DNation and a note about what you are doing.
- 23) Have a bowling, kickball, or basketball tournament event, and have people fundraise a certain amount to take part (\$100 per team, for example).
- 24) Know a musician, band, or comedian? Have them put on a free show and collect money at the door.
- 25) Form a Facebook group and have all your friends ask their friends to donate \$5 or \$10!
- 26) Sell parts of your body on race day...an arm for \$15, a leg for \$25, etc. People can buy a body part and put their name on it or something else creative.
- 27) See if your local sports team allows charity groups to work the concession stands. Many high school and college football teams have a schedule for this. Recruit your friends, family, and co-workers to work the stand for a few hours on a Saturday morning!
- 28) Have a 50-50 Raffle. Have people donate and then you draw a winner. The winner gets half of the amount raised. These individuals will offer their winnings back to your group.
- 29) Host a wine and cheese tasting and charge a small fee to participate. Try to get cheese and wine donated from local businesses, friends, and family! Host the party at your home or a local restaurant that is willing to donate their space for a night.
- 30) Corporate Sponsorship – Identify one of several major companies in the area and contact them directly. They may be willing to sponsor you completely.
- 31) Contact your local paper and get an article – Don’t feel like you have to limit your efforts to Chicago....if you are from another city or state, use your hometown resources. Make sure that you put in information about how people can contribute. And have a photo ready to go!
- 32) Ask someone you don’t know for money! Tell everyone you meet about what you are taking on. “The kindness of strangers” can go a long way. Many people have been personally affected by cancer and may give you \$20 when they find out what you are doing.
- 33) Write to your local politicians – You supported them, don’t you think they should support you?
- 34) Try Fundraising Companies – Purchase flower bulbs and sell them to friends and family so you receive a portion of the profits. Or try selling candy, wrapping paper, nuts and calendars. Companies offer these fundraising packs year-round.



- 35) Inspirational Bookmarks – Create them and sell them to your friends and family.
- 36) Universities and Colleges – Contact your local schools and ask if you can put an advertisement in their school newspaper asking for donations. Some of the organizations may even invite you to make a short presentation.
- 37) Sneaker Companies – Contact a few of the major sneaker (Nike, New Balance, Reebok, Ryka). Tell them what you're running for and ask them if they would like to sponsor you. You may get some cool gear too.
- 38) Tell your story – The more you talk about your upcoming adventure to friends and family, the more people will share in that excitement and want to pledge you.
- 39) Temporary Tattoos – Swap a temporary tattoo for a pledge. These are available through the ACS for a great rate. Ask your mentor for more information.
- 40) Fraternities and Sororities – Contact the National Chapter of your fraternity or sorority and ask them to make a donation.
- 41) Alumni Organizations – Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.
- 42) Be a Massage Therapist for Day – For every contribution of \$100, offer a massage to the donor. You may even have a friend who is a massage therapist or local massage parlor that may donate a few massage certificates to you.
- 43) Pizza Party – Ask your local pizzeria to donate pizzas and charge your coworkers \$1 a slice.
- 44) Used-Book Sale – Everyone has books that have been sitting on shelves, in the attic or in the basement collecting dust. Ask your friends, family and neighbors to donate books they no longer want and set up a weekend book sale in your front yard. Put up some signs so people will know where the money is going and once they know, hopefully they'll give you even more!
- 45) Local Stores – 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.
- 46) Dress Down Day – Ask your company to allow an official Dress Down Day or Jeans Friday. For the privilege of dressing down, employees pledge a few dollars.
- 47) 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 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.).
- 48) Karaoke Night – Who cares if you can't carry a tune? Spend a Friday night at a Karaoke Bar and sing for pledges!
- 49) ebay.com – Gather up goods from you and your friends and auction it off on ebay.
- 50) Company Vacation Days – Ask your boss or human resource director to swap one of your vacation days for a day's pay.
- 51) Sell Shoes – Create shoe-shaped cut-outs, print them on thick paper, and say they benefit American Cancer Society. Sell the shoes for \$1 and put that toward your pledge total.



- 52) In Memory of – If you're racing in memory of someone, include a picture of you with your loved one in your pledge letter, on posters, etc. Also offer to wear "In honor of" or "In memory" of ribbons on the day of the race. These are provided by the ACS during race weekend and there is no limit to how many you can wear.
- 53) Other Parents – If your kids play in the soccer leagues or on any other sports teams, distribute your pledge forms to the other parents at the events.
- 54) Run Along – Ask potential donors to join you on a training run. Host a big training run or fun run in a local park. Set up a "course" that is 1.3 or 2.6 miles long and at the end, remind them that you will be doing this 10 times! People may be more willing to donate once they fully understand what you are committed to doing.
- 55) 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 the race!
- 56) Game Night – Get out those board games and start playing! Set up a tournament with a small entrance fee, break into teams and let the fun begin.
- 57) Television Show Finale Party – It would be fun to gather a big group of friends together to tune in to watch a big season or series finale. Of course, charge them at the door and put the money toward your pledges.
- 58) Host a Poker Game – Call your card-playing friends and invite them over for poker night! Instead of the winner taking home the pot, have the entrance fees go towards your ACS efforts.
- 59) Spinning Class – Have a stack of forms about your DNation page with you and ask your spinning instructor to make an announcement in class. Who knows? You may even be able to get a team together or recruit a DNation athlete!
- 60) Hair Salon – Ask your barber or hairdresser to donate \$2 of every haircut they complete over the weekend.
- 61) Picnics – National Holiday Picnics are a great place to raise some money! Make it a BYO-picnic basket theme but provide games, drinks, and balloons for kids. Beverage distributors will often donate drinks to good causes.
- 62) Mow-a-Thon – Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if they can mow their lawn for \$25-\$50.
- 63) Neighbor – Write or go door to door to all your neighbors on your block or in your building. Give them a letter stating what you're doing and ask them to make a donation. Or just stick a flier in their mailboxes explaining why you're raising money. If you live in an apartment or condo, ask your building manager or condo board if you can post a note in the laundry room or elevator.
- 64) Free Rent – Ask your landlord to donate one-month's rent to the cause!
- 65) Get local businesses to donate items for a raffle or auction.
- 66) Have a particular talent? Offer lessons or services for donations (ie. Dance lessons, woodworking, etc)
- 67) Know a friend who can't afford to give but is talented in another way – get them to donate their skills for you!
- 68) Gym – Ask your gym to place a pledge jar at the front desk! Leave a stack of your business cards or a sheet with a link to your fundraising page at the counter as well.
- 69) Join with other participants or mentors and host a joint event. Ask your mentor if they have other mentees who are interested in putting together a large event.



- 70) 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 that spare change in the box.
- 71) Start Your Own Extra Change Box – Keep a jar near your door and everyday put all your extra coins in it...it adds up. Or put it on your desk at work – others will join you.
- 72) Voicemail Message – This will alert everyone who calls you that you’re up to something special! Let them know that you need their support! “Hi, this is _____. I can’t get to the phone right now because I’m out training for the Chicago Marathon/Rock’n’Roll Half Marathon. Leave a message and I’ll get back to you or visit my DNation page to support my efforts!”
- 73) Computer Screen Savers – If you work in an office where your computer is in a public place, create an ACS DNation Screen Saver. Install it on your computer and/or send it to everyone in your company!
- 74) 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!
- 75) Sitting for a cure! Whether it’s baby-sitting, pet-sitting, or house-sitting, offer up your services to your friends and family for a reasonable rate. Post these proceeds to your DNation page.
- 76) Errand boy/girl – Offer to be your friends’ and/or coworkers’ personal assistant for a day (or maybe for just a few hours) in exchange for a large donation. Maybe \$250 or more!
- 77) Ask your local waiters and waitresses to donate a portion of one day’s tips to your cause.
- 78) Ask your local bartender to donate a portion of one day’s tips – Ask them to donate tips from one night. You can create a sign for the bartender to place on the bar stating “A portion of all tips collected tonight will go directly to _____ who’s running to raise money for those people fighting cancer through the American Cancer Society’s DetermiNation program.” If patrons see the sign, they may be willing to dig a little deeper into their pockets!
- 79) Ask your local restaurants or businesses to place a money jar at the front of the restaurant – Check with the manager. They may be willing to place the jar in a high-traffic area so lots of patrons will see it. Tape to the jar a picture of yourself and a short explanation of why you’re raising money.
- 80) Make your Sponsor Letters stand out – Use colored paper...these can be very eye-catching. Send them in blue envelopes too. These will stand out among your friends’ bills and junk mail.
- 81) Signing Your Correspondence – Add a short sentence at the bottom of your e-mail signature (if applicable) saying that you’re running for a cure. Include an e-mail link to your DNation personal or team page.
- 82) 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.
- 83) Doctor/Dentist/Therapist/Chiropractor /Veterinarian/Insurance Agent – Ask him/her to write a check for you instead of the other way around!
- 84) Yoga Instructor – You’ve bent over backwards for them, now it’s their turn to do the same for you! See if they will have an ACS Yoga Class and donate the proceeds from this one-time class to your DNation page.
- 85) Radio Station – Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Pledges can be sent directly to the American Cancer Society office on your behalf.
- 86) Have a car wash in a high-traffic area. Have your car washers wear ACS t-shirts, singlets, or DNation blue shirts.



- 87) 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.
- 88) Return Address Labels – Print return address labels for your outgoing mail. Print something like “I’m running for the American Cancer Society in the _____ event, will you sponsor me?” You may want to include a pledge form and a self-addressed envelope to make it really easy for them to donate.
- 89) Happy Hour Party – Invite all your friends (and their friends) and get them to sign your D-Nation Singlet. Charge \$10 per signature. You’ll even end up with a great shirt to wear on event day.
- 90) Movie Ticket Donation – Ask your local movie theater to donate several movie tickets. Sell them and put the money toward your pledges.
- 91) Host a Movie Party at your House – Pick up a new release at your local video store, 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!
- 92) Ask a local theater donate tickets to a performance – Ask a local theater to donate a pair of tickets to one of their plays or musicals and auction them off.
- 93) Creative Friends – Find a local artist or ask a creative friend if they would donate a piece of art or jewelry that you could auction off. Or see if they would be willing to create mass quantities that you could sell and keep a portion of the proceeds for your pledge total.
- 94) 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.
- 95) Sell candy at your office/school/church. Buy the candy in bulk, put ACS labels on each item, and charge double. People are willing to spend a little more when they know it is going towards a good cause.
- 96) Ask friends and coworkers to give something up for a week (Donate \$25 and give up coffee for a week, etc)
- 97) Have a school fundraiser (for example, a Faculty vs. Students basketball game)
- 98) Offer donation incentives (give more than \$100 online by August 1st and you’ll be put into a raffle for a prize)
- 99) Send out update emails and letters! Send weekly email updates to all your friends and family with how training and fundraising is going
- 100) 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 American Cancer Society.
- 101) Theme 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.
- 102) Bowling Nights – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can collect the money and turn it into pledges.
- 103) 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 American Cancer Society 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 and we’d be happy to make that happen.

