Brainstorming – Fundraising Ideas

There are hundreds of different ideas out there to raise money for charitable causes. Consider who is on your team and their interests and your sphere of possible attendees when you plan your fundraising strategy. You may find that hosting one special event works better for your team, or perhaps planning a series of smaller fundraisers is better. Here are some fundraising ideas to get you started.

**Small Events:** A Trivia Night fundraiser is a fun way to raise money or awareness for your cause. Most Trivia Nights are held at a restaurant or pub so they are great for a group of 10 to 50. Other small events like a gourmet dinner, a wine tasting, or a BBQ can also be quite fun and profitable.

**Dining for Dollars:** Hosting an evening at a local restaurant is a great way to earn money for the Relay. This type of fundraiser is popular because people get to eat out and socialize while helping raise money for your cause.

**Auctions:** Live or Silent Auctions are often featured at fundraising events such as dinners and galas. They are great ways to increase your revenue at these events. They can also be quite popular with attendees, especially when there are great auction items.

**Raffles:** Raffles raise funds through the sales of tickets, or chances, to win a particular prize. They can be a great fundraiser because of the low cost and high profit potential. Legal restrictions about raffles vary by location so ask your local American Cancer Society partner about these restrictions before you set up your Raffle!

**Online Fundraising:** Hosting an online auction is like a virtual garage sale! You can have your own personal fundraising auction on E-bay. You just need something to sell and a digital camera to take pictures of it for your auction listing. Include a description of the item, set your starting price, and you're good to go. Once the auction closes, collect payment from the seller and then ship the item. Donate the payments to the Relay!

**Fundraising by direct or email:** Everything you need to do an effective email campaign is already on our website. The trick is to convince your team to use it! See if you can have a completion among team members to see who can get more donations from their email. But don’t forget the power of direct mail too. An attractive card, a heartfelt message and a SASE can raise a lot. Remember to include a form with the offer to make a luminaria in memory or honor of someone who has faced cancer.

**Finally, just ask!** Get to know people who are as passionate about your cause as you are. They are the ones most likely to simply make a donation to your organization.

www.relayforlife.org/campbellca