

# American Cancer Society Walk & Roll *Fundraising Guidebook*

## How to Raise \$500 in 9 Days

- Day 1 Start by pledging yourself for \$25
- Day 2 Ask two family members to sponsor you for \$25 each
- Day 3 ask five friends to contribute \$20
- Day 4 Ask five co-workers to contribute \$10
- Day 5 Ask five neighbors to contribute \$10
- Day 6 Ask five people from your church/temple for \$10
- Day 7 Ask your boss for a company contribution of \$25
- Day 8 Ask five local merchants to sponsor you for \$20
- Day 9 Ask two businesses you frequent for \$25

Do the math and you will see it's simple to raise \$500 in 9 days!

## Letters

### **Fast Fundraising... How to Raise Money with a Letter Writing Campaign**

Here's a way to raise a lot of money in a short amount of time. Four to six weeks prior to your event, set aside about four hours one day and you can have it all done.

**Compose a one-page letter.** Write your own as if you are sending it individually to a close friend. Use a computer. Copy it twice. Adjust one copy to be sent via email, the other for regular mail.

**Both versions should begin with a quick apology for the impersonal nature.** Include a preface that as a friend, you thought they would be interested in this important cause.

**Send it to EVERYONE who has ever sent you something!** For the emails, blind copy (bcc) them all. They don't need to know who else is receiving your note. This can result in more than 100 emails.

**Balance fact with feeling.** Include what Walk & Roll is (fact); why you are involved/what it means to you (feeling); where and when your event is, where the money goes (facts); describe the Tribute Wall and what the bricks and ribbons mean (feeling); remind them to seek a company gift-match if offered (fact).

**Early on, make the ask.** Don't limit your donors, but ask for a specific range. Ask for, "\$10, \$20, \$50 or whatever your budget will allow."

**Give a 10-day deadline for response.** People respond when there is a sense of urgency. Tell them to write the check to the American Cancer Society and send it to your address.

**Write up envelopes for everyone who will not receive an email.** This is a great activity to do in front of the TV.

**Copy the letters and before stuffing into the envelope,** **handwrite in colored ink,** on the top of the letter the person's name and a quick line, "Hope you can support me." Sign it to add the personal touch.

**Mail the letters.** (Yes, you will be out-of-pocket the postage and copying costs but they are minor compared to the return and, of course, the cause). Transmit the emails.

Now, sit back and watch the checks roll in. And they will. One final thing: Send a brief handwritten thank you to everyone who responds immediately upon receiving the check. So, in that spirit, good luck and for all the people who will benefit from your cancer-fighting efforts... thank you!

# Team Fundraising Ideas

The types of fundraisers you choose are only limited by your own creativity and drive; here are some examples:

**Recipes For Life:** Try putting together a cookbook as a year-round fundraiser. Collect recipes, a photo and story of each contributor. What a meaningful idea and a way to think about special people while enjoying a special recipe.

**Company Contribution:** Solicit a specific donation from your organization above and beyond that raised by your team and apply the credit for incentives for all team members.

**Wishing You Well:** Set up a "wishing well" at your local school, business, church, or store with a sign explaining that all proceeds go toward Walk & Roll Chicago and a cure for cancer. Put an ad in your local paper announcing specific days for change drop-offs. Maybe the store or your employer would do a matching gift? You could even have this at your tent site at the event.

**Car Wash:** Get your team together for a local town car wash. This works great for high school teams.

**Auction (Silent or Live):** Hold the event at your business, in your neighborhood, or at church. Ask for contributions of unique items such as homemade toys or art, a hand-knitted sweater, breakfast or dinner at someone's home, or a ride on someone's sailboat. Display the items (or their description) prior to the event. Hold the auction over lunch or at a convenient time.

**Bake for Cure's Sake:** Hold a Friday bake sale at work so employees will have treats for the weekend. Ask for baked goods to be wrapped attractively so they could be given as gifts. Encourage breakfast items, as well as sweets like bars and cookies.

**Poker Plays Pay:** Invite 10 people over for a round of charity poker. Send invitations explaining your Walk & Roll Chicago participation and request that everyone bring \$15 - \$25 of "mad money" to play.

**Matching Gifts:** If your company has a matching gift program, that's an effective way to double your fundraising efforts. Be sure to check with the human resources department to obtain matching gift forms.

# Workplace Ideas

## **Eggstravaganza fundraiser**

Use plastic Easter eggs to raise donations. The Eggstravaganza has become an annual tradition with some ACS events! Those who donate and receive the eggs are guaranteed candy, but the real draw is the chance to win a variety of prizes. In addition to candy, some eggs have small slips of paper with prize names written on them. Members of the Walk & Roll team solicit local businesses to donate prizes, including gift certificates (e.g., restaurant, grocery store, video rental, department store, massage), promotional items (e.g., plastic travel mugs, sports bags, t-shirts) and tickets to sporting and other local events.

### **Tips for a successful Eggstravaganza:**

1. Obviously, offer as many prizes as possible. Create a sign-up sheet of businesses to be visited, so that there is not duplication and no one is missed.
2. Advertise the high odds of winning a prize
3. Publicize the fundraiser a few days to a week in advance of sales (via email, office discussion boards, and signs in the building).
4. Offer volume discounts (e.g., 1 egg for \$3, 2 eggs for \$5, 3 eggs for \$8).

Sell, sell, sell! Have team members roam the office with baskets of eggs to raise funds.

## **After Hours Get Together**

April Fools Day Party

March Madness Party

*As with any other fundraiser, but especially with this one, the wine MUST be donated and all liquor liability laws must be adhered to.*

Local events in restaurants and bars

- \$10 @ door

- Beer and appetizers included

Beer breaks in office – commons room

- \$3-5 donation

## **Bean Counters**

Display a large jar full of jelly beans or pinto beans and have each employee for a donation count the beans and make a guess. Winner wins a prize that is donated and all donations go toward your team fundraising.

## **Business Drawings**

Coworkers can earn donations by offering the following:

A member of management mows your yard, shovels your snow, etc.

Trade jobs with CEO for a day

Dinner at boss' home

Free lunch with the boss

Company logo apparel

Parking place(s)

A day off

## **Cancer Control**

Have a brown bag lunch seminar and invite someone from the American Cancer Society to speak on cancer prevention. Ask employees to donate what they'd normally spend on going out to lunch or charge a set fee.

## **Car Wash**

Get your team together for a local town car wash. Wash cars during the business day for customers and employees alike. Team members wash cars for a donation. This can work well in the company parking lot at lunch or after work. Also, your team could do a car wash on the weekend. A car wash is also great for youth teams.

## **Casual for Cancer or Denim Days**

Ask your company CEO/President to let staff dress casual or wear denim for a \$5 or more donation.

## **Cookbook**

Have employees share their favorite recipe, put together a cookbook and raise money for your team with donations for the cookbook. Be sure to use a disclaimer from your staff person that all the recipes may not adhere to Society guidelines.

## **Golf Day**

Organize a golf outing and have each person make a donation for your Walk & Roll team.

## **Magical Mondays**

Work out an arrangement with your employer to make flavorful Hazelnut or French Vanilla coffee in place of the regular coffee every Monday and request a dollar donation for a steamy cup from coworkers. (Supplying real creamer works well!) Include a sign that explains Walk & Roll Chicago.

# Workplace Cont'd...

## **Sports Tournaments**

Set up challenge matches between individuals or departments for basketball, softball, football, or any sport. Ask for a donation as an entry fee and admission fee. Ask for contributions in exchange for refreshments at the event.

## **Taste of the Day**

First, decide on a food theme (Creative Cookies, Best Barbecue Eats, Mexican Madness, etc.). All of the volunteers bring a dish and guests make a donation of \$5 for all you can eat, \$5 for a standard take-out container or \$10 for both.

## **Video Sale**

How many times can you watch Forrest Gump?

## **Wine Tasting**

As with any other fundraiser - but especially with this one - the wine must be donated and all liquor liability laws must be followed.

# ABCs of Fundraising

American Cancer Society  
Event Encyclopedia of Fundraising Tips

## A

**Art Sales** – This one is perfect for a kids' team. Have students produce great works of art and have a show. Parents and friends buy back their budding artists' masterpieces.

**Ask everyone you meet** – Even if you have sent out letters, be sure to carry a sponsor/donation form with you so that when you talk to people about W&R, you can ask them to donate right then. Take those sheets with you to meetings. When you carry a pledge form with you, indicate your own contribution at the top. Make sure the top few donations on form are significant. Other people are apt to follow suit; conversely, if you start with a \$2 contribution, others may follow suit with \$2. Don't prejudge whether people will give. Let them say no or ignore your letter rather than not ask.

### **Auctions of All Kinds** –

- Auction off a prime parking space at work.
- Auction off a half or whole day off from work.
- Auction a picnic lunch.
- Auction desserts, homemade dinners, local artwork or other creative and fun items.

## B

**A "No-Bake Sale"** – Coworkers pay so they don't have to bake goodies.

**Book Sale** – Dust those bookshelves and have a book sale.

**"Boss for the Day"** – Allow people to bid on being boss for a day – high bid wins.

**Bake Sales** – Hold a Friday bake sale so employees have treats for the weekend. Ask for items to be wrapped attractively so they could be given as gifts.

**"Brown Bag Lunch Day"** – Everyone brings their lunch and donates the money they would have spent for lunch to the Walk & Roll fund.

## C

**Carpool** – for fun and profit.

**Clean up** – with a neighborhood car wash.

**Car Window Washes** – Teams can wash car windows at fast food restaurant drive through windows.

**Challenges** – Challenge another team to raise more than you. Some radio stations may gladly put your challenge on the radio. **Challenge by the Boss/Principal** – Get the boss to agree that if every team member raises their minimum of \$100 that he'll dress up like a pig, shave his beard, sit in the dunking booth, or get a pie in the face, etc. (An ACS exec has dyed his hair purple before...)

**Change Jar** – Keep a change jar in high traffic areas. All change is donated to your team fundraising totals.

### **Cook Offs**

**Christmas Trees/Wreath** – Ask a local retailer to donate \$1 for every tree and wreath sold.

**Cake Drawing Every Hour** – Here is a fun and tasty on-site fundraising idea. Team members bake different cakes, exchange tickets for a donation and then raffle off the cakes during Walk & Roll.

## D

Host a theme **Dance or party** – Sock hop, beach party, disco, square dance, dance for senior citizens, etc.

**Dedication** – Your personal effort to someone who has won a battle with cancer, or to someone who is battling cancer, or to someone who has lost their battle – or all three. Include that in a letter along with a self-addressed envelope.

**Dress Down Day** – Ask every employee to contribute to your Walk & Roll team, and in return they will be allowed to “dress down” on a specified day at work.

**Dinner** – Hold a dinner. Have your team do a theme dinner. Get a hall donated and have each member of your team prepare part of the meal. Sell tickets and get some entertainment donated.

## E

**Envelopes at Restaurant Tables** – Teams generate donations by placing a Walk & Roll envelope at every table, stating “Please Support Our Walk & Roll Team and the American Cancer Society.” Waitresses check envelopes after each seating.

## F

**Flowers and Plants** – Sell corsages and your donations will blossom. Sell your extra house plants or bouquets from your garden.

## G

**Gift Wrapping** – During the holidays, teams can set up at the local mall or in a particular store. Mother’s Day is another ideal time for teams to offer a gift wrapping booth.

**Garage Sales** – Ask your team members to clean out their attics, garages and basements and bring items in for a team wide sale.

## H

**Human Jukebox** – Set up a decorated cardboard box with someone that sings selected songs outside of a supermarket (after receiving permission) and ask for a donation for each song that is requested.

**Handyman for a Day** – Shovel snow, rake leaves or mow your neighbor’s lawn and donate your “fee” to your Walk & Roll.

## I

**Ice Cream Social** – Teams can raise funds by collecting donations for delicious ice cream delights. Get creative and decorate your location as an old fashioned ice cream parlor and soda fountain. Set up tables with a variety of board games for patrons. Play oldies on a jukebox and charge for song requests.

## J

**Jail & Bail** – An old American Cancer Society fundraiser. For a donation, employees can be “arrested” and for an additional donation can post their own bail OR employees have a bounty placed on their head, are arrested, and are not set free until the entire bounty is raised (\$100+ per inmate).

## K

**Kiss The Pig** – Select three to five well-known and well-liked employees. Have the employees choose the individual they would like to see kiss the pig by purchasing a jelly bean(s) for 50 cents each. The jelly bean(s) will be placed in a jar for that individual. The individual with the most beans will have to Kiss the Pig.

## L

**Lawn Service** – While you are mowing your lawn, mow someone else’s too.

## M

**Matching Funds** – Ask your CEO/President to match the total raised by your team or to be the leading donor for your team. (In order for it to count toward incentives, you must turn in written confirmation prior to the event.)

## N

**Name Bead Bonanza** – Take orders for personalized bracelets, key chains, necklaces, etc. for a donation.

## O

**October Festival** – Celebrate autumn and the fall bounty by raising funds for Walk & Roll. Have pumpkins, straw bales, dried corn stalks, colorful gourds and bright flowers for your decor. For the main attractions you may want to consider the following activities: a dance, pumpkin carving contest, apple bobbing, face painting, petting zoo, pony rides, bake sale, and a scarecrow decorating contest. Charge an admission fee and sell other goods and services at your festival.

## P

## **Pancake Breakfast**

**Percentage of Sales** – Designate a percentage of one day's sales or proceeds and let the public know so they will buy more.

**Pet Service** – Love pets? Walk someone's dog.

**Pies** – Find which fruit is in season, make and sell your delicious pies.

**Pot Luck Lunches at the Workplace** – Name every Wednesday "Walk & Roll Chicago Pot Luck Day." Team members take turns preparing foods, salads, desserts, etc., and offer to employees at the workplace at a set price or donation.

**Publicity** – Publicize your team's participation in the company newsletter.

## **Q**

**Quilts** – Sell quilt squares made by the employees themselves. The squares can be sold in honor and in memory of people with cancer, squares 4" x 4" for \$8, 8" x 8" for \$15, and 12" x 12" for \$25.

**Quarter Canister Campaign** – Old film canisters hold \$7 worth of quarters. Challenge co-workers or students to fill as many canisters as possible. Have a reward for the team that collects the most canisters filled with quarters!

## **R**

**Romance** – Cater a romantic dinner for two, highest donation wins the dinner.

## **S**

**"Stay at Home Tea"** – On Valentine's Day donate \$1 for the pleasure of having your cup of tea at home.

**Smile Day Give Away** – Each time you catch someone at your office smiling, they donate a designated amount to your team. Give the smiling donor a smiley face sticker or button to wear.

## **T**

**Turkey Drawing** – Offer a dollar to win your Thanksgiving/Holiday turkey.

## **U**

**Unique Boutique** – Collect or make unique one-of-a-kind items for raising funds via a silent or live auction.

## **V**

**Video Sale** – How many times can you watch Forrest Gump?

**Vacation Day** – If you are on a team with your co-workers, ask your boss if they can offer a bonus day off for the team member that raises the most money.

## **W**

**Wine Tasting** – As with any other fundraiser – but especially with this one - the wine must be donated and all liquor liability laws must be followed.

## **X**

**X-Mas Tidings** – Make fresh evergreen wreaths and Yule logs to sell adorned with festive holiday bows, berries and pinecones.

## **Y**

**Yard Sale** – Hold the ultimate Yard Sale.

## **Z**

**Zzzz** – Sleep when the event ends after all of your hard work!