



# Unwrap Your Fundraising Potential

Here are some ideas on how to fundraise offline, so you can fully *unwrap* your fundraising potential:

**Dress Down Days:** Ask your company and other companies to conduct a Dress Down Day for their employees. Designate a day, series of days or a week and charge to dress casual for the day. Give discounts if people wish to buy more than one day. Example: one day for \$5, or three days for \$10. Employees purchase a button/sticker that gives them the privilege of going to work dressed casually on a designated day. A template for stickers is ready for download on the Jingle Bell Run website on the Team Tools page.

**Bake Sale:** Hold a bake sale at work, church, or school or sell donuts, bagels and coffee in the morning.

**Book Smart:** De-clutter those bookshelves and have a book sale.

**Snack Bar:** Set up an inexpensive snack bar. Everyday employees can purchase snacks – sandwiches, chips, cookies, juices and soft drinks, with all the proceeds going toward your fundraising goal.

**Coin Saving:** Ask five to ten people to save their change for you for a month. Give them decorated buckets. At the month's end, invite them to your home for a "counting party."

**Meals on Wheels:** Have a meal day where you will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, cost and how to order.

**Garage Sale:** Have a garage sale in your company parking lot or at your home and have all your friends, co-workers, and team members bring items from their homes to sell.

**Movie Night:** Ask your local movie theater to donate movie tickets, and then sell them for pledges to be donated to your fundraising goal.

**Car Wash:** Get your team together on a weekend to hold a car wash. Some good places to have a car wash are parking lots of fast food restaurants, grocery stores and churches. Be sure to check with the owners before setting up!

**Raffles:** Ask a local merchant to donate a prize (restaurant gift certificate, TV/ DVD player, hotel weekend getaway, airline tickets, etc.) to be raffled. Make tickets and start selling.

**Yard Displays:** Place plastic pink flamingos, wooden cows, or whirly birds in the front yard of unsuspecting donors... request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are to be placed next, and another donation as "insurance" that they don't wind up back in their yard again.

**Promote Yourself:** Call your local newspaper and let them know what your team is doing. Send a letter or press release about your team with a photo. Your company can also write a newsletter article about you and other employees involved in the Jingle Bell Run/Walk. Publicity helps generate donations.

**Brown Bag Lunch Day:** Encourage employees to bring their lunch to work and hold a brown bag party. Ask them to donate their lunch money to you.

**Fundraising Parties:** Schedule a fundraising party to benefit the Arthritis Foundation. You can have it at your home, office or partner with a local restaurant or bar to sponsor the event by donating food or the space. Promote the party to everyone you know and charge a cover. The restaurant/bar will benefit from the free publicity and the money you raise will go toward your goal.