



# Fundraising A to Z

The Heart & Stroke's fundraising A-Z tool is full of original, inventive, and creative ideas to help you pedal way past your Big Bike fundraising goal.

## A

**Auctions** Conduct a silent or live auction! Consider offering heart healthy auction prizes, such as sporting goods, heart healthy gift baskets and stress relievers, like a stay at a local spa. Maximize your charitable contribution by requesting sponsorship from the local business community. Adopt the "auction of promises" idea – people offer goods or services to be auctioned (i.e.: cleaning a car, chauffeur for the day, decorating a room, odd-jobs, etc.)

## B

**Book sale** Get co-workers to bring in previously loved books they have finished reading. Then host a sale with proceeds in support of your fundraising efforts.

## C

**Coffee at work** Sell coffee (or desk side coffee delivery service) for a small donation. Ask local coffee shops to donate coffee to support your efforts.

## D

**Dress down day** Dress casual, wear red or wear corporate colours for a participation fee. Wearing jeans in the office is always a crowd-pleaser. Every Friday from the start of your campaign, offer colleagues a chance to dress down for a \$5 or \$10 donation. If a weekly jeans day isn't realistic, try Fridays during a specific month.

## E

**Email Signature** Include an email signature at the bottom of your email to promote your fundraising efforts. That way, every time you send an email, you are making a soft request for support.

## F

**Fantasy pool** Tap into your co-workers' competitive spirit by hosting a sports, Oscars or reality TV pool. Pick your type of pool (fantasy, draft, or ballot), set your cost for participation, and deadline for entry. Don't forget the trash talk!

## G

**Games night** Get your friends/family together for a fun day and/or night of board games, bingo or trivia. Host the event at home, or at a local restaurant and charge each player a set fee 'per game' played.

## H

**Healthy Walks** Set up a lunch hour walking club and invite all colleagues to join the team in return for a small donation.

## I

**If the jar fits** Fill and seal a transparent jar with a known number of objects such as golf balls, marbles, buttons, cotton balls, etc. Create a guessing-game contest and charge a price per guess. The closest guess will win a prize... or maybe just bragging rights and the jar of items!

## J

**Job switch** Reward your top fundraiser by letting them switch roles with another employee for a day.

## K

**Karaoke competition** Book a venue, and spread the word. Charge a door fee, and ask singers to make a donation each time they sing.

## L

**Lunch money** Decide to 'brown bag' it (bring in your own lunch) on a specific day and donate what you would have normally spent on lunch. Encourage your friends, family and co-workers to do the same.

## M

**Matching gifts** Check to see if your company does a Corporate Match or internal giving program. Lots of companies have these and all you have to do is ask. It's a great way to get others to support you too, knowing their contribution will be doubled! You can also set-up a donation box in your office. Every dollar adds up!

## N

**Nominate** Make the most of your social media networks and nominate your friends and colleagues to participate and fundraise in support of Heart & Stroke. Who knows what might spark the next viral nomination challenge?

## O

**Outgrown exchange** How did my baby grow out of this so soon?! Consider selling the items your baby has outgrown, but are still in great condition. Proceeds from the sale of these gently used children's clothes, books, toys or furniture support your Big Bike fundraising.

## P

**Paper heart sale** Heart & Stroke can provide paper hearts which can be sold and displayed at your event. If you are a retailer, you also have an opportunity to collect donations from your customers at the time of purchase. Set a minimum donation amount, such as \$2 or \$5.

## Q

**Quarter wars** This fundraiser focuses on collecting spare change – every quarter counts! You can collect coins as a group, or have multiple jars (one for each participant, or work department) and make it a competition (i.e.: the team with the lowest total has to do a dare).

## R

**Raffle** Hold a raffle and collect donations. All proceeds will help support your team's Big Bike ride.

## S

**Scavenger hunt** Remember how fun these were when we were kids? You can create a simple hunt, like find these regular items on the list (i.e.: a red leaf, lipstick, pen, selfie) or plant items ahead of time and give clues along the way. People pay to play and/or pay for the items they could not find!

## T

**Themed party** Bring your friends in on the fun and ask for a donation at the door. Ideas include: games night, movie night, mystery night, karaoke party, or holiday parties. As a fun twist, ask your team to keep the theme (and bring their costumes) to your Big Bike event day.

## U

**Upcycle sale** Convert your gently used gems into some else's serious treasure and vice versa. They call it upcycling. How much fun is that? Items could include: designer bags, clothes, accessories, antiques such as china figurines or plates, jewelry or high-end unused makeup/skincare products or perfume.

## V

**Vice buster** Whether your vice is smoking, having too much caffeine, or munching on too many sugary or salty treats – whatever your bad habit or vice is, get your friends and family to support your efforts to give it up! Make it even more interesting by committing to pay a penalty for slipping!

## W

**Who's that baby?** Invite guests to try their luck at matching baby pictures to their adult counterparts. Charge a participation fee & award a prize to the person with the most correct matches.

## X

**X-pletives** Stick a swear box in the office, at home or in your local social club to raise money. Each time the offender makes a mistake, they will add a donation to the jar. Bonus: new swear-substitute words could replace the swear word forever!!

## Y

**Yard sale** Collect items from your house, and ask your friends and family to donate books, CDs, DVDs, furniture, anything they no longer need! Host a good old-fashioned yard sale in your neighborhood, or list the items online and arrange payment/delivery. If you have brand new or high-value items, you can opt for an online auction to maximize your profit. Try it as a team for even more impact!

## Z

**Zany dress day** People at your office or school pay a donation for the chance to come dressed as celebs, as animals, or all in pink...you set the terms! Put a different spin on things...make a donation to nominate one participant to wear a crazy costume!

# Thank you

**Heart & Stroke appreciates the time and effort you spend fundraising to support Big Bike. Your efforts help fund research breakthroughs. And that means more lives saved.**



**Life. We don't want you to miss it.™**