

# Walk to Defeat ALS

## Fundraising A to Z



### A

- **Ask everyone you meet:** Always carry a sponsor/donation form with you so when you talk to people about the Walk to Defeat ALS®, you can ask them to donate right then. Make sure the top few donations on the form are significant; other people are apt to follow suit. Conversely, if you start with a \$2 contribution, others may follow with \$2. Don't prejudge whether people will give—just ask! While you're at it, ask them to join your team! Check out the Prospective Donor Worksheet on our website for a checklist!
- **Auctions:** Hold a live or silent auction for various items. BE CREATIVE! For example, a prime parking space at work, a half or whole day off from work, team members to work a day for someone, a picnic lunch prepared by your team members, OR other items such as collectibles or sports memorabilia.
- **Adult Spelling Bee:** Take it back to elementary school! Each participant should be sponsored and/or raise funds for their entry fee. In-between rounds, share facts about ALS.

### B

- **Backyard Movie Night:** Who wants to spend \$10 on a movie ticket and another \$10 for popcorn and a soda at a pricey theatre? Host a backyard movie night by projecting your movie onto a white sheet or big blank wall. Lay out inflatable furniture and lots of blankets and pillows! Of course, you'll charge for snacks and admission, but they will be reasonably priced and for a great cause!
- **Bake Sale:** Bake lots of homemade goodies and sell them at work or at a busy place

### C

- **Cake Walk:** Get team members to bake cakes. Walkers purchase tickets for the opportunity to participate in the cake walk. Place numbers in a circle and when the music stops, participants run to the nearest number. An emcee calls out a number and the individual closest to that number wins a cake.
- **Carwashes:** People always need a good car wash. This is a great fundraiser for students and adults, alike.
- **Coin Drive:** (Great for students) Place a large jar in the cafeteria and ask students and staff to contribute their left-over change from lunch. *VARIATION:* Penny Wars: Drop change in jars to compete against other departments, classes, bank branches. Pennies are worth positive points; silver coins and cash are worth negative points. "Sabotage" the other jars by dropping silver or dollars in them.

### D

- **Dog Walkers:** Walk the neighbors' dogs for a donation or dog sit while pet owners are on vacation.
- **Dress-Down Days:** Have employees pay to dress down at work. This can also work with schools that require uniforms (with permission). Ask your boss if fellow employees buy a sticker for \$5-\$25 and get to "dress down" on an assigned day. We have sticker templates available for you online.

### E

- **E-mail:** Send E-mails to your friends, family and co-workers asking them for donations and to join your team! Check out Participant Center, where we've already written the emails for you! You just have to click SEND.
- **Errand Service:** For a donation, run errands for those who don't have time to do their own.

## F

- **Fish Fry:** Hold a fish fry at your church or community center and charge \$5.00 per plate.
- **Flower Sales:** You don't even need a green thumb to do this fundraiser! Work with local florist or wholesaler to sell bouquets, potted flowers, or individual stems at your school or place of work. Try this around Valentine's Day or other special holidays.

## G

- **Game Night:** Invite friends to your house to play board games, charades, etc. You can charge your friends an entry fee and maybe they can even "bribe" their way to a win!
- **Garage Sale:** One man's trash is another man's treasure! Join your teammates for a rocking Garage Sale and turn your trash into much needed treasure for ALS care and research!

## H

- **Hat Day:** (Great for schools) Students can make a donation to wear baseball caps or silly hats to school for the day.
- **Haunted House:** For Halloween, organize a haunted house and charge admission

## I

- **Ice Cream Socials:** Plan one at your place of work or with friends or children. Ask for a donation to attend. Sell ice cream and tell them that the proceeds are going to your Walk team. This also makes a GREAT team get together!
- **Incentives for your donors:** Tell everyone that for every \$50 they donate, they get a chance to win something (for instance, your world-famous brownies, or a spin in your fancy new car).

## J

- **Jail & Bail:** For a donation, employees can be arrested. For an additional donation, they can post their own bail or employees have a bounty posted on the heads of fellow employees and they are not set free until the entire bounty is raised (\$100 or more per inmate).
- **Jeans Day:** Have coworkers donate \$5 to wear jeans for the day. Spice it up – Hat Day, Team Spirit Day, Red Day, etc.

## K

- **Karaoke Night** – Hold this event at a popular neighborhood spot and charge entrance OR rent a karaoke machine and hold a tournament at your house. Voting is done in dollars!
- **Kiss the Pig** – Put a photo of all the teachers or popular employees on an individual jar. Those who have the most money in their jar must kiss the animal (or a team mascot, dog, etc.)

## L

- **Lemonade Stand:** It's classic and effective. Let the kids help out and make the lemonade with a twist – add fresh fruit, serve as a slushy, or add an adult beverage.
- **Lunch with the CEO/Celebrity:** Auction off a special lunch with the CEO of your company or a local celebrity.

## M

- **Matching Gifts:** This is a great way to double your donations. Ask your company to match what you raise. Many companies already have a Matching Gift program in place. This is FREE money that can double what you donate. Don't forget to ask your donors if their company contributes!
- **Marshmallow Golf Tournament:** Use marshmallows and set up 9 holes in the office to see who can be the most accurate with the puffy treat.

## N

- **Night at the Movies:** Invite your friends over for a night at the movies. Charge admission, have popcorn, candy, and drinks to sell too.
- **New Year's Eve Party:** Bring in the New Year with donations to your Walk to Defeat ALS team! Make this party one not to miss with a unique theme, raffles, and prizes.

## O

- **Office Olympics:** Ask management for a Friday afternoon and host stapler competitions, copy paper box races, chair races, cubicle obstacle course, and many more
- **Ornament Sale:** Get together with your team and make Christmas ornaments. Sell them for a donation.

## P

- **Payroll Deduction:** Employees can make their own contributions by having them deducted directly from their paychecks. A little each week can grow into a large amount! Contact your local chapter to find out about any paperwork that may need to be filled out!
- **Poker Run:** With four-wheelers or motorcycles. \$10 entry fee per vehicle. Riders stop at five different hospitality stops and playing cards are given out. At the end of the trip, the person with the best poker hand is the winner.
- **Pancake Breakfast:** This is a perfect event to host before work or worship service. Create a mouthwatering hot breakfast menu with coffee and juice. Charge \$10 a plate!

## Q

- **Questions-for-\$1:** Set up a jar and charge one dollar (or any donation) per question you answer. Ask your boss to set one in their office too!
- **Quiz Bowl:** Hold a trivia night at a local establishment. See if the restaurant will donate a gift card to the winner and a portion of the night's proceeds to your Walk to Defeat ALS team.

## R

- **Raffle a Day Off:** Ask your boss or the owner of the company to donate a paid day off to the winner of the drawing. Sell tickets for \$5-\$25 to your co-workers (this is an easy way for most companies to contribute without donating cash).
- **Restaurant programs:** Many restaurant chains have programs where they'll give a cause 10- 25% of the night's profits when customers bring in a flyer. Ask your local manager today and pass out copies of the flyer to everyone you know – and don't know!

## S

- **Social Networking:** Use Facebook and Twitter to reach out to friends you may not see every day, or whose email addresses you may not have! You'd be surprised at the generosity! Make sure you thank them, and others will be sure to follow suit!
- **Starbucks Sacrifice:** Do your friends spend a ridiculous amount of money on coffee? Ask them to donate what they would have spent on a pricey cup of Joe. \$5 from 10 people is \$50!

## T

- **Team Spirit Day:** Each employee pays \$5-\$25 to wear their favorite team t-shirt, sweatshirt
- **Team T-Shirt Donation:** Don't just GIVE your team t-shirts out! Sell these coveted items to your team members. Better yet, make them have a certain amount of money on their OWN fundraising record! This is easy to track in the Participant Center Team Roster!

## U

- **Ugly Sweater Contest:** We bet your friends have ugly holiday sweaters they're just dying to rescue from the attic. Hold an Ugly Sweater Contest! Have people vote using dollars. The sweater with the most votes (dollars) wins and all the proceeds are donated to the Walk to Defeat ALS! You could also split the winnings 50/50 with the winner!

## V

- **Vacation Day Drawing:** Get your employer to agree to raffle off a vacation day with pay. The raffle money raised will go to your Walk team.
- **Vendors:** Do you work closely with Vendors at your business? Don't forget to ask them for support! You support their business, perhaps they can support your cause!
- **VIP Parking Spot:** Have a fundraising competition amongst your co-workers and the winner gets one week or one month of parking in the coveted spots closest to the front door!

## W

- **Wall of Fame:** Put up large, colorful "Look Who's Walking on Our Team" posters with baby pictures of those employees who have signed up to walk, along with current Polaroid pictures of walkers. Have everyone donate a dollar and guess whose baby picture is whose. The winner could also receive a small prize (lunch on the company, a Walk to Defeat ALS shirt, an extra break, designated parking for a day, or whatever incentive you think will encourage participation).
- **Walk to Defeat ALS® Paper Pin-Ups:** Sell shoes for \$1- \$50. You and your co-workers can hang them in offices/break-rooms/hallways. Display the sneakers in a well-travelled place so people can see who's supporting your team. This is a great way to spark inter-department competitions. Who has more pin-ups?
- **Wedding Wishes:** Getting married soon? Consider making a donation to The ALS Association and the Walk to Defeat ALS® instead of giving away favors to your guests.

## X

- **X-mas Party:** Dedicate your yearly Christmas Party to the Walk to Defeat ALS. Ask your family, friends, and coworkers for donations instead of presents. Attach pledges in honor of loved one struggling with the disease and/or their caretakers on the branches of the Christmas tree.
- **X Marks the Spot Treasure Hunt:** Sniffing out the clues, teams compete against each other to discover the donated "hidden treasure."

## Y

- **Yard Sales:** Clean out those closets and have a yard sale. You can do this individually or with your team. The money raised will go to your Walk team.
- **Yoga Lunch:** Get your coworkers to “ummmm” away work stress in a yoga session during the lunch hour. Find a yoga instructor who will donate half or all the proceeds back to your Walk to Defeat ALS team. Afterwards, provide workout treats and ask for donations. Not into yoga? How about Zumba?

## Z

- **Zany Day:** Get people to pay to dress in the craziest outfits they can come up with.
- **Zzzzzzs:** Pay a fee to catch some extras Z's and come in late to work one Friday.