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# Fundraising Ideas

## Donations & Mailings

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**The easiest fundraisers are the ones pre-set by CASA (Raffle, Bounce-A-Thon, Sandwich Day and Kid Walk Eve) but there are other options as well. Below are other methods of fundraising we have found to be successful.**

**Online Fundraising:** Have each team member create a Firstgiving web page, or ask the office to do it. You can upload a picture, write a personal message, and send the link to your website to all your family and friends explaining what you're doing. Best of all, they can send it to THEIR family and friends to further your cause. When someone makes a donation, they'll receive an automatic thank you, and you'll get an email notification so you can thank them personally.

**Donations:** This approach goes hand in hand with online fundraising. Make a list of people you know, and ask them to help you meet your goal. Include family, friends, neighbors, co-workers, business associates, doctor, dentist, hairdresser, barber, church member, service club member, holiday card list and personal phone directory. Send each person a letter or email (templates available) or ask them in person. Track each donor on your donation form. Put your own contribution first on the donation form and put other large donations on top to encourage others to give more.

**Vendor Donations:** Where do you spend your money? Does your workplace do lots of purchasing? Ask those places to make a donation!

**Memo/Email:** Send out a company memo or an e-mail to your entire social group or church congregation asking for donations. Include an article in the company/church/group newsletter (template available) with a donation request.

**Company Match:** Ask your employer to match donations raised.

**Payroll Deductions:** Inquire whether your business could set up voluntary year-round payroll deductions for participating co-workers. Your fundraising takes care of itself!

**Car Wash:** With a little creativity, car washes can be amazing fundraisers. A fun variation is to set up a "FREE Topless Car Wash!" just off a busy street. The catch is the bottom of the car will be washed for free, but you have to make a donation if you want the top washed. Otherwise the car wash is "topless."

**Second Sundays:** Ask your congregation to make a second offering. Pass the plate for donations.

**Garage Sale:** Organize a garage sale. Ask your neighbors, friends, or people in your congregation to donate items to sell. A fun option is to have a mini farmer's market during the sale.

**Bake Sale:** Hold a bake sale at an event, at your church or at your yard sale. Sell the recipes on recipe cards for additional donations.

**Hot Dog Sale / Bake Sale at McKinleyville Ace:** Contact Keith Wescott at McKinleyville Ace at 839-1587 to set up a weekend date (call early!) to sell hot dogs and/or have a bake sale in front of the store. Ace has even agreed to help underwrite the cost of the hot dogs, chips and soda if they can! The average money raised through this event is over \$200 per day.

**Casual Friday's:** In an office workplace, have employee's make a donation to wear jeans on Friday's. At a school or church, have a pajama day: youth pay \$1 to wear pajama's to school/church/youth group.

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# More CASA Fundraisers and New Elements for Kid Walk 2010

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## *Kid Walk Eve*

CASA will be hosting a Kid Walk Eve event at the Kid Walk event location (Vet's hall) providing a last-minute fundraising opportunity for Kid Walk teams. The theme will be a "Family Fun Night" with opportunities for teams to host carnival games, sell food and beverages and come up with their own ideas to raise funds for the Kid Walk. All funds raised at Kid Walk Eve will be given an exemption so they can be included in totals for prizes.

## *Sandwich Day*

For 2010, CASA will expand the Sandwich day to all of Eureka, Arcata, Fortuna and McKinleyville. Additionally, any team member who wishes to sell sandwiches for their team can collect 50% of the funds from the sandwich day sales they garner. Delivery will still be available for orders of 16 or more – even to the further locations. Sandwich order sheets and more information is available at [www.humboldtcasa.org](http://www.humboldtcasa.org). Sandwich Day is set for September 17, 2010.

## *Raffle for \$500 in Merchandise at Murphy's Markets*

Kidwalk 2010 will feature a raffle for \$500 in groceries from Murphy's Market. The tickets have been printed by CASA and can be checked-out to any team (except Bounce-A-Thon teams) that wants to sell them as part of their team fundraising. They sell for \$5 each or 5 for \$20. Remaining tickets will be turned into CASA and the winner will be chosen at the Kidwalk event.

## *2k / 5k Run and Walk*

The route will have street closures and contain a "race element" in 2010 so that the event will be attractive to the local running, power walking, and health community. Team members will be able to race for free while non team members will be able to pay for their registration on the day of the Kid Walk. Prizes will be awarded to the winners. The streets will be closed on G and H in between 8<sup>th</sup> and 12<sup>th</sup> creating a ½ mile "track". Runners will use the outside lane and walkers the inside lane. This same "track" will be used for the Victory lap.

## *Kid Cash Incentive program*

Teams that meet goals and deadlines will be awarded CASA Kid Cash to aid them in reaching their goals.

### CASA Kid Walk Team Kid Cash Prizes

1st team to reach \$1000 team goal - \$100	1st Kid Walk team member to reach \$200 ind. goal - \$75
2nd team to reach \$1000 team goal - \$75	2nd Kid Walk team member to reach \$200 ind. goal - \$50
3rd team to reach \$1000 team goal - \$50	3rd Kid Walk team member to reach \$200 ind. goal - \$25
Every other team to reach \$1000 goal - \$25	Every other Kid Walk team member to reach \$200 ind. goal - \$10

### CASA Kid Walk Bounce-A-Thon (BAT) Kid Cash Prizes

1st BAT team to reach \$1000 team goal - \$100	1st BAT team member to reach \$100 ind. goal - \$40
2nd BAT Thon team to reach \$1000 team goal - \$75	2nd BAT team member to reach \$100 individual goal - \$20
3rd BAT Thon team to reach \$1000 team goal - \$50	3rd BAT team member to reach \$100 individual goal - \$10
Every other BAT team to reach \$1000 goal - \$25	Every other BAT team member to reach ind. \$100 goal - \$5

### Solo Superhero Kid Cash Prizes

First Solo Superhero to reach \$1000 team goal - \$100
Second Solo Superhero to reach \$1000 team goal - \$75
Third Solo Superhero to reach \$1000 team goal - \$50
Every other Solo Superhero to reach \$1000 goal - \$25

### Build-a-team Kid Cash Reward

By creating any new CASA Kid Walk team the individual responsible for creating the team will receive a Kid Cash bonus of 10% of the total funds raised by the new team. The Kid Cash will be added to the team total after the last turn-in date. A "new" team means the team captain did not have had a team in the previous two years.

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