

Seven Fundraising Ideas & Tips for Success



There are many ways to raise funds for a good cause. Below are seven fundraising ideas to help a charity of your choice!

1. Panel discussion:

Events with expert panels draw an audience that is interested in the issue or topic to be discussed. Expert events provide an opportunity to expand an organization's membership and raise awareness about a specific issue. These events can be targeted for either professional audience or the community at large

- Fundraising is done through event ticket sales
- Remember to plan for refreshments to encourage networking

2. Movie night:

Hosting a movie night requires a small to medium auditorium for rent. A discussion following the movie is typically expected and can generate greater attendance. The movie chosen should be fairly new and based on the specific cause that the fundraising is targeting

- Fundraising is done through ticket sales
- Look for a community centre that may charge minimal rental fees or none
- Ensure to check with any special rights requirements to screen the movie

3. Silent art auction:

For those connected to the arts community, a gallery exhibit and sale is a great idea. Art may either be fully or partially donated. With every purchase, an attendee is able to bring art into their home while also helping a worthy cause. Make sure to take a moment to speak about the fundraising cause and properly recognize artists who've donated their work

- Cafés are a good alternative space to a gallery where the silent auction can take place
- Remember to ensure there is music and refreshments to attract attendees and keep them in the room to mingle and bid on artworks

4. Baby and kids items resale:

With kids growing up fast, parents often amass clothing, toys and accessories that are no longer in use but still in good condition. Take advantage of this by hosting a baby and kids' resale as a fundraising event. To do this, you will require a large venue such as a cafeteria or a gymnasium, where long tables can be rented out to sellers

- Funds can be raised by renting out tables to vendors (parents who wish to sell) and entry tickets. Alternatively, proceeds from the sale can go towards the charity cause
- Incorporate a hot beverage and bake sale to attract additional people and sales



5. Bake saleⁱⁱ:

Bake sales remain a popular fundraising event. It entices the majority of people who are able to afford and enjoy baked goods. Enlist the help of several volunteer bakers for their assistance. Ask that each person send a list of the ingredients used along with their baked goods. It is worth planning for an assortment of different types of dessert to meet every taste. Gluten free and vegan options are recommended to accommodate those with dietary restrictions

- Package items in different amounts (individually or in a bag) to ensure you have something for everyone and every budget
- All of the items in your bake sale should be clearly labelled with the price and ingredients list to avoid allergic reactions

6. Run, Climb or other sporting event:

A sporting event can attract many participants who are keen to take part in the event and can bring along family and friends to cheer them on. An easy idea is to host a friendly game of team sport in a local community centre. Book several teams or a large group of individual competitors to make the event a success.

- Communicate your intention with the venue to make sure insurance requirements are met
- For outdoor events look for 'safe weather' months that are typically not too cold or during a rainy season
- Connect with local athletic stores and running clubs to help spread the word, for sponsorship opportunities, or to recruit members to join the event

7. Music and / or comedy night:

An evening of music and / or comedy is fun and can attract a large group that otherwise may not attend a fundraising event. Entertainment for a good cause is a popular format of fundraising because it is enjoyable and attendees feel they receive value for their donation. Gather talented friends who can perform in front of an audience. An 'open mic' night with a few confirmed performers can secure entertainment for two hours with intermission

- Fundraising is done through event ticket sales
- Look for a local bar that may have a slow evening. The venue can be offered for free or a minimal charge given attendees purchase food and beverage
- Raffle prizes for 'best' stand up or musical act from the audience can coax participation and make the evening a success

Key to success

- ★ Working in a group brings better results. It will enable everyone to balance work and life while planning the event. It also means a larger network of friends, family and colleagues
- ★ Plan ahead. A good event takes three to six months to plan depending on the scope. Smaller fundraising activities may take less time, but still require three weeks to notify potential attendees
- ★ Spread the word! Make sure to use both word to mouth and electronic communication to spread the word. Include 'friendly reminders' a week prior to the event



A few things to remember...

- ✓ If you have a cause that is part of an international or national proclaimed day – for example [World Hunger Day](#), or [World Water Day](#) – there are typically free downloadable resources from the official website that can be used
- ✓ There are many online event tools that you can use to register your evening and send invitations electronically
- ✓ Beer and food donations are a good way to reduce your overall cost. Remember to ensure the venue allows for food and liquor sales. Alcoholic beverage donations typically require a special permit and must be associated with a registered charity or not-for-profit organization
- ✓ Tax receipts! For those of you fundraising on behalf of registered charities, offer tax receipts as an incentive for donations

More ideas

Visit *Fundraiser Insight* for additional ideas: <http://www.fundraiserinsight.org/>

More Information

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ⁱ Fundraiser Insight: Baby and Kids Resale <http://www.fundraiserinsight.org/ideas/baby-and-kids-resale.html>

ⁱⁱ Fundraiser Insight: Bake Sale <http://www.fundraiserinsight.org/ideas/bake-sale.html>