



Fundraising Best Practices and 75 Fundraiser Ideas

Best Practices

The key to successful fundraising is starting early! Here's why it's important:

- **Get a Head Start:** When you start early, you have more time to tell people about your cause or project. Fundraising usually takes longer than you think.
- **Spread the Word:** As soon as you set up your fundraiser, start telling your network about the cause and why it's important to you. This will help attract more people who are interested and additional donors who may not have been aware of your initiative.
- **Build Trust:** The more you share, the more likely people will buy into your efforts and believe in your cause. It shows you're serious and committed.
- **Take Advantage of Opportunities:** Sometimes, there are special occasions where donors match the money you raise, or a company will match gifts. Starting early allows you to take advantage of these opportunities and potentially double or triple the impact of donations.
- **Deal with Challenges:** Give yourself enough time to overcome unexpected fundraising challenges. You can adjust your strategy and overcome obstacles without compromising your goals.
- **Use Your Resources Wisely:** Starting early lets you spread your fundraising efforts, so you stay calm and avoid fundraiser burnout. It helps you make the most of your time and energy.

Follow the recommendations below to set yourself up for success by ensuring you make the most of your fundraising journey:

- **Craft a Compelling Story:** Fundraising is personal. Supporters follow your lead when you explain why ending prostate cancer matters to you.
- **Know Your Audience:** Understand who your potential supporters are and tailor your message to resonate with them. It is crucial to know what motivates them to give, whether it's friends, family, or local companies.

- **Utilize Multiple Channels:** Don't rely on just one method of fundraising. Explore various channels such as email, social media, events, and mail to reach a wider audience.
- **Build Relationships:** Cultivate relationships with your supporters. Keep them informed about your progress and make them feel valued partners in the mission against prostate cancer.
- **Show Gratitude:** Always show gratitude to those who have supported you. As soon as someone donates, thank them for their generosity. At the end of the event, update your supporters with a heartfelt thank you.
- **Set Clear Goals:** Clearly define and communicate your fundraising goals to potential supporters. People are more likely to contribute when they understand what their donation will help achieve.
- **Show Passion and Commitment:** Your passion and commitment to ZERO Prostate Cancer are contagious. Share your enthusiasm with potential supporters and inspire them to join you in making a difference.
- **Be Persistent but Respectful:** Fundraising can be challenging, but persistence pays off. Follow up with potential supporters and respect their decisions if they choose not to contribute. If someone cannot contribute directly, consider asking them to share your page with their network.
- **Have Fun:** Most importantly, fundraising should be fun! It's about building a community that supports a good cause.

Now that you've learned about the best fundraising practices, explore the "FUN"draising ideas below to help jumpstart your efforts!

75 Fundraiser Ideas

1. **Start a Facebook Fundraiser:** Log into your participant center and set up a linked Facebook Fundraiser. Social media is the easiest way to raise money in this digital age.
2. **Shirts for a Cause:** Create a shirt on <https://zero.bonfire.com> or another fundraising-based site, and share the link with friends and family. Profits from shirt sales get donated back to the cause.
3. **Throw a Theme Party/Dinner:** Throw a theme party or dinner and invite your friends. Ask each guest to donate a certain amount of money to attend. You can create a theme, like a costume party or a murder mystery dinner.

4. **Gift Matching:** Check if your company has a gift-matching program with non-profits. If so, ask your coworkers to donate and your company to match their gifts.
5. **Yard Sale:** Sell your extra belongings by organizing a yard sale. Pick a weekend day, put up some signs, and lay everything out in your front yard. Whatever you collect can go towards your fundraising goal.
6. **Bake Sale:** Host a bake sale in your neighborhood with friends. You can even hold it in conjunction with your yard sale.
7. **Spare Change Box:** Create "Extra Change in My Pocket" boxes for your friends and family. They can place the boxes on their dressers or desks at work, and at the end of the day, they (or their coworkers) can drop any spare change in them. The change adds up!
8. **Office Fundraising Challenge:** Speak with your coworkers and challenge them to see who can raise the most money. The winner could get a prize like a silly trophy or bragging rights.
9. **Voicemail Message:** Record a voicemail message telling everyone who calls you that you're involved in something special. Let them know you need their support!
10. **Local Restaurant Benefit Event:** Ask around at restaurants, coffee shops, and bars in your area to see if they will host a fundraiser for you. They could donate a portion of the proceeds on a particular night or put a collection jar in a high-traffic area so patrons can contribute.
11. **Host a Movie Night:** Host a movie night at your home. Rent a new release, make popcorn, pick up some drinks, and invite your friends and family over for the night. Charge for entry and raise money by selling popcorn, candy, and beverages.
12. **Hold an Auction:** Hold an auction by asking local theaters, movie theaters, sports teams, travel agencies, and creative friends to donate tickets, items, or vouchers and auction them off.
13. **Birthday Gift Pledge:** Instead of asking for gifts this year, invite your friends and family to donate to your fundraiser instead as a birthday gift pledge.
14. **Ask People to Share Your Page:** Not everyone can contribute financially, but sharing your page is free. If you ask them to share your page, you can reach a broader audience beyond your immediate network than before.
15. **House Warming Party:** If you're moving soon, ask your friends to donate instead of purchasing a gift for your new place during your housewarming party.

16. **Ask for Local Sponsorships:** Go to your doctor/dentist's office, hair salon, yoga studio, favorite restaurant, or coffee shop, and ask if they'll sponsor your efforts by contributing or matching the amount you raise.
17. **Chore-a-Thon:** Consider organizing a Chore-a-Thon with your neighbors. Beforehand, you should ask them if you can perform tasks such as mowing their lawns, watering their gardens, cleaning their roof gutters, sweeping their driveways, or painting a room in exchange for a donation of \$25-50. This can be a great weekend activity that you can even involve your kids in.
18. **Neighborhood Ask:** Go old-school and write to your neighbors on your block or in your building. Attach a letter stating what you're fundraising for and ask them to donate. You can stick a flier in their mailbox or under their door.
19. **Good Karma Tipping Jar:** Ask local businesses to put a pledge jar near the register or on their front counter. Tape to the jar a picture of yourself or the organization and write a short explanation of why you're raising money.
20. **Yard Ambush:** Place plastic flamingos or wind spinners all over a friend or family member's yard, and leave a note telling them that you will come to remove them if they make a donation. This is known as the Yard Ambush.
21. **Host a Karaoke Night:** Who cares if you can't carry a tune? Spend a Friday night with friends at a Karaoke Bar or your house and sing in exchange for donations.
22. **Host a Trivia Night:** You can purchase a ready-made trivia night package or create the quiz yourself. Once you have all the questions ready, list all the items you'll need to host the trivia event. You can charge per person or team for entry and provide inexpensive snacks and drinks; it's a recipe for a great time!
23. **Outrageous Dare:** Agree to do an outrageous dare if you reach a specific fundraising goal. For instance, the dare could be to walk around town in a ridiculous costume, get a whipped cream pie to the face, camp on your roof, or any other options. The possibilities are endless!
24. **Grownup Field Day:** Field days are a great and nostalgic way to have fun. You can come up with exciting activities like jumping ropes, obstacle courses, water balloon passes, balancing acts, and solving riddles while jumping in sacks. Invite friends to join in the fun, and either charge a flat fee for participating in all the activities or individual fees for each activity.
25. **Used-Book Sale:** Organize a book sale in your front yard by asking friends, family, and neighbors for book donations. Put up some signs to let people know where the money is going, and hopefully, they'll donate more.
26. **Bowling Night:** Organize a fun evening of bowling with your friends and family at your local bowling alley. You can request the owner to waive the cost of

bowling, and instead of paying for bowling, you can collect that money and use it for a charitable cause.

27. **Host a Poker Game:** Invite your friends who love to play cards to have a poker night at your place. Set an entry fee for the game, and make it clear to everyone that the money collected will be donated to the cause.
28. **Curse Jar:** Place a curse jar in your office or home. Whenever someone uses a bad word, they must take a dollar from their wallet and put it in the jar. The money collected in the jar gets donated to the cause.
29. **Dress Down Day:** Ask your company to support an official Dress Down Day. For the privilege of dressing down, employees donate \$10 or \$20.
30. **Inspirational Bookmarks:** Get some paper, and get creative. Make some inspirational bookmarks and sell them to your friends and family.
31. **Rock on!** Do you know any musicians? Ask them to perform a benefit concert for ZERO Prostate Cancer. Admission tickets will be in the form of checks made to ZERO Prostate Cancer.
32. **Alumni Organizations:** Call your alma mater and ask if they'll advertise your fundraising efforts and solicit donations in this week/month's newsletter.
33. **Local Clubs and Organizations:** Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, etc. They often support individuals in their communities.
34. **Meet the Press:** Contact your local news outlet/newspaper and ask to talk about media outreach opportunities. You can put in information about the cause and how people can contribute.
35. **Local Politicians:** Write to your local politicians; you supported them, now ask them to support you and a good cause.
36. **Host a DIY Workshop:** Are you creative? Offer DIY home decor or crafting workshops for donations.
37. **Yoga or Zumba for a Cause:** Consider asking your local studio to hold a special class where a percentage of the class fee gets donated to the cause.
38. **Ice Cream Social:** Host an ice cream social with friends, family, and neighbors. Many local and national grocery stores will donate ice cream or gift cards you can use to buy the supplies!
39. **Cook-Off or Bake-Off Competition:** Consider hosting a cook-off or bake-off competition where each participant pays a fee to enter and brings their best dish. You can even select a theme for the dishes. The winner can receive bragging rights and a fun trophy, or you can try asking a local restaurant to donate a gift card for the prize.

40. **Singing Telegrams:** Is there a holiday coming up? Offer to do singing telegrams for donations, even if you can't sing. Your community is sure to have a good laugh for a good cause!
41. **Organize a Bike or Motorbike Ride:** Pick a route, date, and time, then promote it on social media and local Facebook groups. Participants donate to participate!
42. **Organize a Fun Run:** Similarly, host a run with local runners. Pick a route, date, and time, then promote it on social media and regional Facebook groups. Participants donate to participate!
43. **Gift Wrapping:** During the holiday season, you can offer a service to wrap gifts in exchange for donations. This saves people time and effort and adds a personal touch to their gifts.
44. **Personalized Shoutouts:** Every time someone donates to your page, make a video on social media personally shouting them out and thanking them for their contribution. This small gesture can make a big impact and encourage others to donate.
45. **Polar Plunge:** Pledge to take a polar plunge if you achieve a specific fundraising goal.
46. **Fitness Challenge:** Are you part of a particularly physically active community? How about creating a week-long fitness challenge to determine the group's top dog or big cheese? Each person can donate a specific amount to participate.
47. **Host a Gaming Tournament:** No one can resist a game of Mario Kart. Organize a video game tournament with friends who donate to participate, and the winner earns bragging rights.
48. **Car Wash:** Consider hosting a car wash and requesting donations in return. It's a classic and effective way to raise funds.
49. **Season Finale Party:** Planning to watch the season finale of your favorite show? Make a party out of it and ask guests to donate to attend!
50. **Give Something Up:** Challenge yourself to quit a habit, activity/food you love for a certain period of time and ask your friends, family, or even strangers to sponsor you.
51. **X Factor competition:** Host an X-Factor-style singing contest with friends. Everyone in attendance donates to their favorite contestant, and the person with the most donations wins.
52. **Tribute Donations:** Encourage your donors to make their donations in honor, support, or memory of someone they know who has been affected by prostate cancer or another type of cancer. This is an excellent way to make them feel part of your experience. You can suggest a donation amount and offer them to sign a

shirt or a placard that you will carry with you at the event or print their names on a twist of ribbon that you will pin to your shirt.

53. **“Sit” for Donations:** Offer services to neighbors to get them involved in sitting for donations. You could provide babysitting services for parents who need a night off, pet-sitting for those going out of town, and house-sitting for those who want peace of mind while they're away.
54. **National Holidays:** Take advantage of holidays like Memorial Day, Fourth of July, and Labor Day to network your fundraising. Bring donation forms and a donation jar to the picnic/party, tell everyone in attendance about your efforts, and ask for donations from anyone who can contribute.
55. **Start an Email Chain:** Choose 10 people to send a fundraising email to, and challenge them each to forward your email to 10 more people!
56. **Dog walking for donations:** Offer dog walking services to your neighborhood by sending out a flyer for owners out of town or at work in exchange for a donation.
57. **Can/Bottle Drive:** If you live in a state with a deposit system for bottles and cans, consider organizing a bottle drive. You can create flyers and distribute them in your neighborhood, asking people to leave their bottles and cans out on a specific day. You can then collect and return them to a recycling center and donate the return money you receive. You could also reach out to local schools, pools, and gyms, offering to organize similar drives for them.
58. **Fountain Coins:** Visit a local mall or shopping center and inquire about their fountain coins. Ask if they will donate them during a particular week/month.
59. **Canning:** Ask local businesses if they will allow you to stand outside their shop on a certain day/time to collect donations from the people passing by. To hold the money, you can make homemade signs and decorate old soup cans (hence “Canning”). Make some noise and attract more attention by shaking the cans with coins.
60. **Car Windows:** Use washable window markers to showcase your fundraiser on your car windows. This way, people will see your message whenever you drive around town. Be sure to include the name of your Facebook Fundraiser or the link to your participant page so that interested individuals can easily find it.
61. **Lemonade Stand:** Who doesn't love lemonade? Get your little ones involved by selling lemonade in your neighborhood or at a local parade/event, and donate the proceeds.
62. **Wine-Tasting Party:** How about hosting a wine and cheese-tasting party? If you know someone who owns, manages, or works in a winery, you could ask them to

host the party or donate some wine to have it at your place. You can either ask for a suggested donation at the door or a percentage of the participation fee.

63. **Golf Outing/Tournament:** Collaborate with a local golf course to organize a charity event. Set a minimum donation amount to participate and try to secure prizes for the winner of each hole or the entire course.
64. **Sell Some Sweets:** Buy candy bars in bulk and sell them for a profit (\$1-2 per bar) at work or school. You can donate the proceeds after you've paid yourself back for the initial cost. It's a sweet way to make a difference!
65. **Sign Your Correspondence:** Start signing your correspondence with your name followed by your participant page, the same as you would your LinkedIn page. It's incredible how many people will click on or ask you about it.
66. **Speak at Your Place of Worship:** Ask your local place of worship if you can speak to their congregation about the 3-Day and your commitment after service and set up a table to collect donations afterward.
67. **50 States Challenge:** Get a donation from someone in each of the 50 states.
68. **Happy Hour Outfit:** Wear a ZERO Prostate Cancer or event shirt to Happy Hour and ask people to sign it for a \$10 donation. You can even ask the DJ to announce you are in the bar.
69. **Dye Your Hair:** Create a conversation starter by dyeing your hair blue (temporary dye or chalk). When asked, explain it's to raise awareness for prostate cancer and ask for donations.
70. **Paint and Sip:** Invite your friends to a paint and sip event at home or a local studio and ask for donations as the attendance fee.
71. **Pumpkin Smash:** Host a "Pumpkin Smash" event after Halloween. Everyone brings their old pumpkins and attempts to hit a target. The individual who smashes their pumpkin closest to the target wins a prize, such as a gift card donated by a local business. Requesting a suggested donation from attendees at the door.
72. **Sports Tournament:** Invite families, companies, or departments to compete against each other. Each team pays an entry fee of \$25 to \$100. Recruit local umpires or referees to volunteer, and ask the town recreation department to donate field time. Popular sports are soccer, softball, and kickball.
73. **Bunco Night:** Host a Bunco Night and set an entry fee for the game to be donated. Ask local businesses or grocery stores to donate snacks and drinks.
74. **Teachers vs. Students:** Are you a teacher or have a student? Consider organizing a Teachers vs. Students Kickball game with your local school. The fee to participate can range from \$5-\$10.

75. Pub Crawl for Prostate Cancer: Plan a pub crawl with your friends and have each participant donate a specified amount. To make the event more memorable and attract attention from others, you can design and distribute fun crawl t-shirts that promote your fundraising. Remember to bring a donation jar to collect contributions from other patrons of the bars you visit.