



# Relay For Life of Tacoma

## Fundraising Ideas

### Individual Fundraisers

#### Letter Writing

In this day of social media, text messaging, and instant emails, it's easy to forget the power of a handwritten note. Send a letter in the mail to friends, family, business associates, vendors, doctor, dentist, insurance agents, hairdresser, congregants, and co-workers asking for their support. Let them know why you Relay or dedicate your effort to someone you know. Include your story; heartfelt messages get the best response.

#### Online Fundraising

Fundraising is quick and easy when you use template emails and eCards available in your Relay Dashboard. With just a few clicks of your mouse, you can personalize and send template messages to your friends & family. A link to donate online will be included in each email & eCard you send making it easy for your donors to support you.

#### Hope \$100 Fundraising Activity

Ask friends, family, and co-workers to sponsor one of the 41 squares that spell the word "HOPE." In each square is a reason and dollar amount to support the fight against cancer. Have the donor sign their square and work to get every square sponsored. Once it is full you will have raised \$100! Hope 100 sheets can be picked up at any Teams Meeting.

#### Luminaria Fundraising Activity

Luminaria offer a meaningful and caring way to ask for a donation in honor or in memory of a friend or loved one. Our Luminaria kit gives you everything you need to sell 10 Luminaria and raise \$100 dollars. Donors can dedicate a Luminaria for a suggested donation of \$10. They can decorate one of the blank bags in the kit or if they prefer, you can decorate it on their behalf. Decorated bags can be turned in, along with the funds, at any Teams meeting or brought to Relay and placed trackside by 8:30PM, Saturday June 6<sup>th</sup>. You don't have to stop after selling 10 bags. Additional bags and tracking sheets can be picked up at any Teams Meeting.

#### Virtual Bake Sale

Don't have a spot to set up a bake sale? How about reaching out to your social network, work group, or church mailing list, with the offer to bake and deliver their favorite treat in exchange for a donation on your fundraising page.

We have one Relayer who sends an email with an offer to bring fresh baked cookies for a donation. The email includes a link to the fundraising page and anyone who makes a donation gets 1 dozen cookies. Donations vary from \$5--\$100 with an average of \$20.

#### (No) Bake Sale Fundraiser

Getting ready for summer and don't want those extra calories but still looking for a great fundraiser? Try having a (No) Bake Sale. Share your reason to Relay and ask people to donate what they would have spent on a bake sale or on dinner!

#### Host a Clothing Swap

Do you have clothes cluttering up your closet? Chances are your friends do too. Host a clothing swap! Participants pay an entry fee and bring clothing to swap. You provide snacks and a fun relaxed area for people to trade clothing. It's a fun way for everyone to walk away with some fun new wardrobe pieces while raising money for a good cause.

# Team Fundraisers

## Restaurant Take-over

Many Restaurants offer fundraising take-overs. You bring in customers, and in return you receive a portion of the proceeds. Requirements will vary by restaurant to find the best fit for your team. We have included a few samples below. Terms are subject to change, please contact the restaurant for current information.

Round Table: Your team will receive 50% of the proceeds of the increase in sales for the whole day. This includes in-store, pickup, and delivery.

Moctezuma's Mexican Restaurant: Your team will receive 20% of the proceeds when people mention they are there to support Relay For Life.

Applebee's Flapjack Fundraiser: Applebee's will do all of the cooking while you run the front of the house (seating your guests, delivering food, filling drinks, and bussing tables.) Your guests will enjoy pancakes, eggs, bacon, orange juice & coffee. There is a 100 ticket minimum, so partner up with other teams and split the profit. Invite your friends to enjoy. You will sell tickets in advance for \$10, and \$5 from every ticket sold will go to your team. Flapjack Fundraisers are offered on Saturdays and Sundays 8 – 10AM. Increase your fundraising by offering Raffle items or Luminaria by donation

## Bunco Party

Hosting a Bunco party is a great way to raise funds. Get creative with the promotion of your event and ticket sales. For example, you can charge a \$25 entry fee valid for entry to the game, and include free appetizers and beverages. Ask local businesses to donate gift cards or small prizes for the winners. Consider offering special deals if an entire table of 4 is purchased. Add to your fundraising by having a raffle and selling Luminaria bags.

## Yard Displays

Place a purple toilet, plastic purple flamingos or out of season decorations (a giant pumpkin painted purple, a family of Easter bunnies, or perhaps a 12' inflatable Santa Clause) in the front yard of unsuspecting donors and request a donation to remove them. For an additional donation, the homeowners get to pick whose yard they are placed in next. You can also offer insurance so they don't wind up back in their yard. Please exercise good judgment when engaging in this activity.

## Car Wash

The tried and true car wash fundraiser lives on! Find a place willing to offer you their space and then bring signs, buckets, sponges, towels, and soap. Advertise your car wash with flyers, ads on Craigslist, inserts in church bulletins, or by contacting your local radio station or newspaper. Be sure to wear your sunscreen, position enthusiastic Relay For Life sign-holders on the corners to encourage business, and enjoy the day!

## Zumba-Thon or Fitness Class Takeover

Fun, laughter and Zumba moves! A fun-filled day of Zumba classes at a local gym is raising the bar on physical activity and fundraising. The Zumba instructor donates his or her time and participants pay a suggested donation of \$20 per class. This also works for Yoga, CrossFit, or any group fitness activity. This is a great way to fundraise, raise awareness and get in shape for the summer.

## Relay Garage Sale

Pick a high-traffic location for your sale then gather items from team members. You can also ask friends and family to do a bit of spring cleaning and donate their unwanted items to your team garage sale. People are happy to get rid of items cluttering up their garage, especially if you offer to pick these items up. Use Relay yard signs and posters to identify it as the Relay For Life Garage Sale and draw more attention. Be sure to have a donation bucket at your pay station and encourage people to donate their change.

# Corporate Teams / Office Fundraising

## Dress Down Days

TGIF takes on a new meaning when you ask your workplace to allow employees to "dress down" in return for a contribution to your Relay team. Work out an acceptable dress code in advance - jeans are usually the casual garb of choice - then sell stickers to be worn on the appointed day.

## Bake Sale

Everyone loves to indulge in a special treat during the work day, especially when it benefits a good cause. Pick a day to set up your bake sale and be sure to notify your co-workers in advance so they will have cash with them. Package items individually so people can try multiple items. You can have one price for each item or make it by suggested donation.

## Food Bar Fun

Spice up lunch and raise money for your team at the same time. Salad bar, build your own potato bar, nachos, desserts, fruit bar, taco bar, sundaes...the list could go on and on! Your co-workers will gladly donate \$5-\$10 for a super tasty lunch or afternoon treat for a great cause!

## Healthy Snack Sale

Promote healthy snacking and raise money at the same time. Instead of a bake sale, set up a healthy snack sale. Bananas, apples, oranges, grapes, dried fruit, granola bars, and trail mix offer a great mid-day pick-me-up for your co-workers. Like the bake sale, you will want to advertise in advance so your co-workers will have cash on hand. You can suggest a price per item or let them decide on their own donation amount.

## Penny Wars

Compete against another Relay team or between departments in your workplace to see who can collect the most pennies for Relay. All silver and paper money in the penny jars count against the total number of pennies, so each team tries to sabotage each other's jars with bills and large coins.

# Youth Fundraising Ideas

## Little Artists Fight Back

Know any little artists who love to draw pictures? Many of us have been to an art show for adults but how about an art show for Little Artists? Who can resist the sweet little faces and heartfelt pictures that they create to fight back against cancer? So bring out the paint and let the creativity begin! Paintings can sell at any price or be auctioned off through a silent auction or art show.

## Come and Get Your Lemonade

The lemonade stand lives on! Every weekend for the past month she has made lemonade, put out her nifty little Fight Cancer Relay signs, and watched the cars stop. Who could resist? Not only is she bringing in hundreds of dollars, she's such a hit she has even built up some regulars. Got to love it!

Neighborhood festivals, block parties, garage sales...tap into where the crowds are gathering for summer fun by setting up a lemonade stand.

You need kids for maximum impact so round up some irresistible cuties who can ask for one dollar donations for a glassful of refreshment. Make sure there's plenty of American Cancer Society Relay For Life signage at your booth so people know they're supporting a great cause and be sure to tell them why the lemonade is purple.

## Pennies from Heaven

Did you know that one milk jug full of pennies weighs 35 pounds? And did you know that 30 pounds of pennies is equal to \$50? Have each class collect pennies to raise money for Relay For Life. Celebrate the final day with an ice cream party. Take pictures and present the Relay with a giant check from the school

# Onsite Fundraisers

## **Raffles (formerly known as Chance Drawings)**

Conduct a raffle at your tent site. Donated raffle items can include small appliances, gift certificates, etc. Please contact [teams@tacomarelay.org](mailto:teams@tacomarelay.org) prior to the event for guidelines.

## **Jail & Bail**

For a suggested donation participants can have someone “arrested.” Participating “jailbirds” will be hauled into a jail cell for a 30 minute term. During that time, they call their friends & family asking them to make the donations they need to meet their bail (suggested \$25-\$100). If they do not meet their bail, they are required to sit in the “can” for another 30 minutes. It’s great fun to watch jailed Relayers, begging to be bailed out! Please contact [entertainment@tacomarelay.org](mailto:entertainment@tacomarelay.org) if you are interested in hosting this fundraiser.

## **Bra Pong**

Get Active! Get Bras! Raise money! Create a “wall of bras” and challenge your fellow Relayers to land a ball in a bra. You can give small carnival prizes or allow winners to put their name in a drawing for a larger prize. What a great way to have fun while raising breast cancer awareness. Some events report Bra Pong as a top onsite fundraiser raising over \$1,500!

## **Guessing Jar**

This quick and easy fundraiser is always a crowd favorite. Simply fill a jar with marbles, jelly beans, paper clips, or any other small, eye catching items. Participants will pay a fee to make a guess. The person who guesses the correct amount wins a prize. A great prize such as a gift basket or gift card will increase participation in your guessing game.

Use a sturdy jar with a tight fitting lid. Write the answer on a piece of paper, fold it up, and tape it to the inside of the jar lid so you can verify the correct number when you open the jar. Please display a list of rules including what will happen if nobody guesses the correct number or what will happen if multiple people guess correctly.

## **Add a Little Relay Bling**

Looking for a way to add some pizzazz to that Relay tee that you worked so hard to earn last year? Want to freshen up a tee or two from prior years? Bling and Bedazzle it at Relay! You can have instructions and supplies so they can cut it, tie it, and add some bling! Their Relay tee can become a one-of-a-kind fashion statement in just a few minutes.

## **Ready, Set, Relay Set Up!**

Ready to Relay but you don't want to set up your tent or are too tired to take it down? Never fear! The Relay Set-up Crew is here! For \$10, they will set up or take down your tent in a flash. This team fundraiser can be promoted pre-event so people can reserve their set-up or tear down crew. This is a great fundraiser for Scouts, high school, or large group teams.