

## Bark For Life Fundraising Ideas

- Top Dog” contest raised \$3000. The dogs that had raised \$100 or more, by a specified date, had their online photos submitted to the local newspaper. The community voted (each voter contributed \$1 per vote) for the dog they wanted to win. The winning dog & the owner were the front page story of the newspaper, featuring their photos and “reason to Relay” stories. The winner was a cancer survivor who was then the featured attraction in a local Fourth of July parade. The dog and its owner were riding in a convertible with ACS Bark For Life banners on the sides of the car.
- The top 12 fundraising dogs can appear in the following year's calendar as the dogs of the month. The team accepts donations until the closing hour of the main Relay, which brings the competitive dogs’ owners to the Relay to be sure their fundraising efforts take their dog into the top 12.
- Sell Dog Bones Cards at local businesses and organizations. This is a great way to raise money and offer the opportunity to be apart of the community.
- Dog Bake Sale, sell dog and people treats. They have to be sealed, but what a great way to also raise awareness about Relay and Bark For Life.
- Hit the Holidays and have promotional days at locations willing to partner with or sponsor Bark For Life.
- Send out a letter from your dog via mail, e-mail, facebook and any other for of communication.
- “Santa Paws” fundraiser - dog photos with Santa Claus. In Pottstown “Santa Paws” raised a total of \$2400 for two afternoons. Pictures were taken with Santa from 1pm - 4pm.
- “Waggin' Tails and Cocktails” was held in the spring at a local restaurant in the Pottstown area. “Waggin’ Tails and Cocktails” is a take your dog to lunch afternoon. The restaurant was pet-friendly and used their outside deck, Relay For Life teams were invited to fundraise and have a “Re-tail” section. Since the restaurant was still open for regular business it brought in new people as well as survivors. The event raised \$1200.

# EASY WAYS TO FUNDRAISE \$100

1. Donate \$20 yourself and ask 4 friends for \$20 each.
2. Ask 20 friends for \$5.00 each.
3. Send a letter to family and friends, explaining what Relay is and ask for a donation. Suggestion: Always ask for more than you expect. Example: If you want \$25, ask for \$50. Be sure to include a return by date.
4. Send a letter from your pet to family and friends. You might also want to send this out to your veterinarian.
5. Take a walk around your neighborhood. Knock on doors and ask your neighbors for their support.
6. Arrange a dress down day at work. Anyone dressing down will have to pay. Be sure you have a sign that says, "Please excuse our appearance today, we are dressing down to benefit the American Cancer Society Relay For Life". You could charge anywhere from \$1.00 to \$5.00 per person to dress down. You could arrange these on a weekly or monthly basis.
7. Arrange with the principal of a local school for baseball cap day. Usually caps are not allowed, however, for \$1.00, once a month a student could wear a baseball cap in class. Be sure to have a sign ready that says, "Caps for a Cure, you will see students today sporting baseball caps as a fundraiser to benefit the American Cancer Society Relay For Life".
8. Hold a can and bottle drive.
9. Sell Bark For Life Bones. Available through your American Cancer Society staff partner.

For More Ideas Visit:

<http://www.relayforlife.org/relay/fundraisingideas>

## **Fundraising Before the Event**

Ask everyone you meet to become involved with Relay For Life. Be sure to carry a donation envelope wherever you go, so when you talk to people about Relay you can ask them to donate at that moment. Remember, if you don't ask, the answer will always be "NO." So just ask. Here are some ideas for fundraising activities to do before your Relay event:

### **"A LITTLE CHANGE MAKES A LOT OF CENTS"**

Bank and credit union teams post this message at the teller line: "Donate the cents from your deposit amount to the American Cancer Society's Relay For Life and help fight cancer. If your check total is for \$185.67, your donation is 67 cents. We might find the cure for cancer right in your pocket!"

### **BAKE FOR A CURE'S SAKE**

Hold a bake sale at work. Ask for baked goods to be wrapped attractively so they can be given as gifts. Encourage breakfast items, as well as pies and cookies.

### **Dog / BABYSITTER SERVICE**

Baby-sit for people, letting them know that your earnings will be donated to the American Cancer Society.

### **CAR WASHES**

A team car wash is usually held at a local gas station where people can get their cars washed and have the opportunity to make a suggested donation to the American Cancer Society. To reduce risk, be sure to use good car washing products.

### **CASUAL DAYS**

Employees can dress casually on certain days for the opportunity to make a suggested donation.

### **CUT-A-THON / DOG GROOMING**

Raise money and get beautiful! Have a cut-a-thon at a local beauty salon. Suggested donations can be posted for various services offered.

### **GIFT WRAP SERVICE**

During the holidays, teams can set up at the local mall or in a particular store. Get the paper, ribbon and other supplies donated and wrap gifts for a suggested donation.

### **KARAOKE**

Tune-up your singing voices and pick a public place, outside a grocery store or mall, and collect donations.

### **LOTTA BOTTLES / CANS**

Each team member runs a bottle or can drive in their area. Go door-to-door and collect bottles/cans from your neighbors and friends to be redeemed at a recycling center. Create a flyer to give to donors about Relay with your phone number inviting them to join in the fun and cause!

### **MATCHING GIFTS**

Many companies match charitable gifts made by their employees. Check with your employer.

### **PENNY WARS**

Compete against another Relay team or between departments in your work place 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. Award a prize to the team with the most pennies after a month.

### **PHOTO CONTEST**

Hold a "stumper" photo contest. Ask employees to bring a baby or childhood photo of themselves that they believe no one can identify. People make guesses for a suggested donation. Award a prize to the winner.

### **POT LUCK LUNCHEAS AT THE WORKPLACE**

Name a weekday "Relay For Life Pot Luck Day". Team members take turns providing salads, drinks, desserts, etc. Offer items to employees for a suggested donation.

### **QUARTERS FOR A CURE**

A perfect activity for schools. Collect empty film canisters and distribute them to students. They, in turn, collect quarters in these canisters and turn them in at a scheduled bank day at the school.

### **RESTAURANTS TO THE RESCUE**

Ask a local restaurant or café to contribute a portion of their sales proceeds. It could be for a certain menu item or ask the owner if a special Relay item can be on the menu. Create a sign letting patrons know if they purchase this "special" the owner will donate a portion of the proceeds to the American Cancer Society. This arrangement requires a co-venture agreement. Contact your Relay staff partner for assistance.

### **SUPER BOWL PARTY**

Organize a Super Bowl Party and ask everyone for a donation when they arrive. You can also do this with other sporting events.

### **TABLE TENTS**

Ask a restaurant if you can put table tents on their tables asking patrons to contribute to the American Cancer Society.

### **TEAM SPONSORS**

Service clubs, organizations, and businesses are often team sponsors. Many organizations have a specified dollar amount they are required to invest in the community each year. Before approaching a potential sponsor, consult with your Relay staff partner regarding sponsorship guidelines.

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### **WEAR IT DAY**

Pick a day for team members to wear last year's T-shirt and solicit donations from co-workers, friends, relatives, doctors, dentists, hairdressers... anyone they see that day!

### **WIN A DAY OFF**

Have your boss establish a workplace fundraising goal. If the goal is met, hold a drawing awarding the winning employee a day off. Try to convince your employer to match all of the donations received activity.

## **Fundraising at the Event**

Fundraising at a Relay For Life event is a great opportunity for teams to raise additional money. Doing some team fundraising at your campsite helps to make your Relay fun and entertaining! You're encouraged to do fundraising at Relay For Life, but it shouldn't take the place of fundraising efforts before the event. We are required to pay sales tax on sales of all hot food (except hot drinks), soda, and all tangible goods. For these situations, there is a special green "Taxable Sales Income Envelope." Please see your Relay staff partner for envelopes and more details on this important process. Here are some ideas for fundraising activities to do at your Relay event:

### **AUCTIONS**

Conduct a silent auction. Donated auction items can include sporting event tickets, weekend getaways, and gift baskets. Tangible auction items are subject to sales tax. Use the "Taxable Sales Income Envelope" for the proceeds of these sales.

### **BALLOON POP**

Team members collect prizes as well as donate their own goods or services as prizes. Before filling each balloon, put a note inside with the name of the prize. People receive a balloon for a suggested donation, then pop it to find out what they win.

### **CARICATURES**

Offer caricatures at your campsite for a suggested donation. It's sure to be a hit!

### **CAKEWALK**

Have each team bring a cake to the opening ceremonies at the Relay. Schedule the cakewalk at the peak time of Relay when several hundred people will be in attendance. Suggest a donation to participate. Place numbered squares around the center of the track or on the stage, and have people follow the numbers. When the music stops, so do the people (like musical chairs). A number is drawn and the person on that space will win a cake!

### **DANCE LESSONS**

Have dance lessons at your campsite for a suggested donation: swing, salsa, ballroom, disco, and more!

### **FACE PAINTING**

Set up a booth at Relay and offer face painting for a suggested donation.

### **FEED THE RELAYERS**

Get snack items (candy bars, popcorn, hot chocolate, etc.) donated, then offer them to fellow Relayers for a suggested donation.

### **FOOD SALE**

Sell healthy treats and snacks, home baked cookies, sandwiches, popcorn... the sky is the limit!

### **GENERAL STORE**

Have extra campsite supplies available for a suggested donation for people who did not come prepared or forgot something (toothbrushes/toothpaste, extra socks, toilet paper, flashlight, bug spray, sunscreen, baby wipes).

**GLOW GEAR** When the sun goes down; sell stuff that glows in the dark.

### **HOLLYWOOD SNAPSHOT!**

Get a cardboard cut-out of a famous person and have your picture taken for a suggested donation.

### **HOMEMADE QUILTS**

If you know a quilter, ask them to make a quilt and then hold a silent auction or raffle to win it. This is often a big hit ... especially with Relay-themed quilts!

### **ITEMS FOR SALE**

It's popular for teams to sell items (anything from donated stuffed animals to home-made afghans) at the Relay as a fundraiser. (Use the "Taxable Sales Income Envelope" for the sales proceeds. See your Relay staff partner for details.)

### **JAIL & BAIL**

For a suggested donation, participants can have someone "arrested." For an additional suggested donation, the person who is arrested can post bail.

### **MEXICAN CANTINA**

Decorate your campsite in theme, have non-alcoholic Margaritas, Relay tattoos, chips, and guacamole. Request a suggested donation to join the fiesta.

### **MIDWAY GAMES**

Bring the fair atmosphere to Relay! Host games at your campsite that encourage fun competition. People can participate for a suggested donation.

### **MISS RELAY PAGEANT**

Each contestant needs at least \$100 in sponsorship money to compete for the chance to be "Miss Relay Ambassador" in their city and promote Relay For Life throughout the year. The Miss Relay contestants are judged on eveningwear, sportswear, and an on-stage interview testing each participant's knowledge of the American Cancer Society and Relay For Life. The top three contestants are named, then compete in an on-stage interview about their commitment to the Society and Relay, and what they plan to do with the "year of service." The pageant can be held one week prior to Relay, giving Relay publicity and allowing the committee to invite the community to participate.

### **POPSICLE SALE**

Get a local grocery store to donate the popsicles/ frozen treats and sell them at Relay for a suggested donation.

### **RAFFLES**

Conduct a raffle. Donated raffle items can include small appliances, gift certificates, gift baskets, etc. Please contact your Relay staff partner prior to the event if you are planning a raffle. Your staff partner will provide appropriate guidelines for handling the raffle.