



Online Fundraising Best Practices

- Put pictures and personal messages on the site. Share specific information from last year's Relay.
- Add website information to all handouts.
- Promote an online challenge and each week highlight the team that brings in the most money.
- Have parents send emails out to their co-workers.
- Put valuable information on the site so visitors look at the site often. Put all schedules and registrations on the site to force people to get familiar with it.
- Offer incentives to those who utilize the site.
- Set aside a week for an online challenge. Give prizes for the most emails sent and most money raised.
- Ask everyone to change their AIM profiles to purple and put the link on their personal page.
- Open up a computer lab for a mass emailing campaign.
- Set up a most improved prize.
- Last week before Relay person who raised the most money online won an ipod shuffle.
- College of Medicine sent emails to all of the doctors they knew.
- "Christmas Email"- state that even if you weren't going to send a gift, how about a check for my Relay For Life team.
- Online chair made a video to be shown at kick-off.

Onsite Fundraising Best Practices

- Get a tent donated from a sporting good store and raffle it off onsite.
- Have a message therapist bring their table and do messages for donations.
- Fortune teller.
- Food sales.
- Take donation for pallets of flowers or hanging baskets.
- Had beads in a bucket and every time someone walked a lap they chose a bead from the bucket and added it to their string. Charged \$5.00 for the string.
- Tie-dye shirts on site.
- Wax hand dipping.
- "Team Spring Chicks"- Took plastic eggs and placed candy and a number in each.
- Egg numbers were pulled from a raffle to win gift certificates donated from local restaurants. Eggs were sold two for a dollar.
- Messages to heaven- write a message on a piece of paper with the name of a person who has passed on it. Put it on a balloon and release it.
- Sell hand warmers at cold events.
- Mario Kart Tournament-the team dressed up as Nintendo characters and made cardboard cars to sit in while playing.
- Purple potty- painted a toilet purple and filled it with pennies. People paid to guess the number of pennies for a prize. The toilet was on wheels so it could be taken around the track.
- Relay yard sale- sell old items from previous Relay's.
- Gave people rides around the track in a big rolling box and they paid \$4.00 a ride.
- Root beer/Red Bull/Slushie pong
- Pirate ship and booty- bought treasure chests and filled with all sorts of things. Dressed as pirates and turned site into pirate ship.
- Guitar hero contest- \$10.00 to enter, big screens and speakers.
- Sunscreen massage- get a lotion rubdown from the person of your choice.
- Banana split gutter- get a big gutter and fill with ice cream and different toppings.
- Wii tournament- set up a large sheet on the side of the tent and project the Wii. Have Tennis tourney, etc.

Individual Fundraising Best Practices

- Placed a huge jar inside an antique mall, stood beside it and gave a story about why I Relay and what it was all about.
- Had baked goods available in my morning class every day for a semester.
- Put personal letter in Christmas cards.
- Asked one person everyday for a \$5.00 or \$10.00 donation.
- Sent letters to work and family members with personalized history as a survivor and followed up with a phone call.
- Put a letter in all of the professor's mailboxes telling them about Relay and asking for donations.
- Sell t-shirts with different sayings for each month, but only sell them for that month. Encourage people to wear them on special days.
- Send donation letters during Spring Break.
- Money jars around town.
- Shush-a-thon..asked people to pledge \$1.00 a minute to keep me quiet.
- Emails to friends, family, co-workers, professors, etc.
- The seven second smile- when you speak to someone you have to smile every seven seconds.
- Personalized messages on MySpace and Facebook.
- Offer to do laundry for a donation.
- Sold purple ribbons for a dollar.
- Pledge to donate hair to Locks of Love if she reached her goal of \$2,500.
- Sell lollipops for holidays or sell purple ribbons.
- Go door to door in the dorm.
- A 60-mile birthday walk, the walker put all of the names of the donors on a card. He put all of the names on his backpack. He then he sent the cards to the donors saying "this went _____ many miles with me."
- Constructed a quilt out of old Relay t-shirts.
- Held a Cap for a Cure day where the students paid \$2.00 to wear a hat at school.
- Fill a 16.9oz bottle with dimes.
- Christmas caroling.
- Buy candy after holiday and resale at a higher price for each piece.
- Sent luminaria forms out with Christmas cards.
- Send letter on behalf of a pet with cancer.
- If you are a crafty person, make jewelry to sell.
- A doggy day care where students could go to the quad, pay \$5.00 and play with a puppy for 15-30 minutes.
- In high school, got kids to donate \$1.00 for 15 minutes extra lunch during the year.

Fundraising with the ACS Mission Best Practices

- "Protect Your Balls"- dodgeball tournament.
- Sold different colored ribbons for different kinds of cancer to wear on "Relay Days".
- Messages shirts- "I love boobs", "great breasts are worth fighting for", - anything wearable with cancer messages.
- Smoothie sales- give nutrition information to the customers.
- Purple "Relay For Life" bands
- Put up a sheet and have people pay \$5.00 to write cancer messages on the sheet and have the messages read every hour throughout the night.
- Great American Smoke-Out Grill Out-handed out info on GASO and quitline and sold hot dogs during busy class time.
- Have pictures of survivors and other Relay events to show exactly where the money goes.
- "Tree of Life" with names of cancer patients on the ornaments. Conduct a lighting ceremony.
- Collection at "Student Researcher of the Year" ceremony. After the researchers presentation, give an ACS presentation about the research we fund.

Team Fundraising Best Practices

- Got a cigarette machine donated and charged \$1.00 per hit with a mallet/hammer.
- Made breast cancer awareness cakes and sold them at team captain meetings and at Relay.
- Paint the town purple- got businesses to let them decorate their windows and put collection jars inside.
- Spaghetti dinner for Valentine's Day- \$3.00 for individuals, \$5.00 for couples, all food was donated.
- Arrange for a golf outing with a celebrity.
- Jail and bail on campus. Collect money to have certain faculty arrested.
- Dance, Dance, Revolution competition.
- Auction off various services such as babysitting, tennis lessons, computer tutoring, etc.
- "Ruck Over Cancer"- Rugby team passes a ball back and forth all day, people pay for every minute the ball is passed.
- Gift baskets with items donated by local businesses.
- Coin wars at local elementary schools.
- Relay night at a local restaurant.
- Donations for candy bars.
- Took the current school populations and cancer statistics and made a shirt of school related cancer stats.
- Soccer tournament- all day double elimination.
- Had 5 bands play at a local bar and collected money at the door. Each band had a jar and the band with the most money at the end of the night won.
- Sock hop- \$2.00 to get in and free root beer floats.
- Secure donation from the local professional sports team to clean the stadium after a game.
- Trivia night- teams play to participate.
- Organized an art auction at a local school- asked students to draw something that reminded them of hope.
- Wedding chapel (picture with Elvis)
- Valentine Grams- Bag of candy with a personalized note.
- Dining hall swipes- all dining halls ask students to donate the cost of one meal to the ACS.
- Stand-up against cancer- annual stand up comedy show.
- "Top Gun" competition- people paid to compete in physical fitness and strength tests to win donated prizes.
- Fraternity had three members in swimsuits painted purple from head to toe. They had them stand in a baby pool and pose like a statue to get people to throw change into the "wishing well".
- Team held salsa dancing lessons at a nearby dance studio for \$5.00 a lesson.
- The theater arts and music departments teamed up to fill an entire day and night with shows, plays, concerts, movies, etc. They charged admission and held raffles.
- Dressed like leprechauns the week of St. Patrick's Day and ran around campus. For a donation you could get a photo with the leprechaun.
- Pictures with yell leaders and mascots.
- Prof's night out- On a Friday night, the team offered 5 hours of babysitting for the professors.
- The profs get to spend the night on a date and leave their kids in good hands.
- Car hop at Sonic- team members deliver food at Sonic and get tips for Relay.
- Teach how to make origami and allow the person to keep what they make.
- Barney wooden cutout was put in front yards, dorm rooms and the resident had to pay for it to be removed.

