



**My Own Fundraiser**

# Fundraising A to Z

The Heart & Stroke's fundraising A-Z tool is full of original, inventive, and creative ideas to help inspire your next fundraising event and save more lives.

## A

**A-thon of any kind** Organize a triathlon, or a walk, bike, skate or run event. Events like these help promote active living while raising funds for the Foundation. Charge a participant fee, encourage all participants to collect pledges and ask friends/family to support you by making a donation.

**Angling competition** Participants pay to enter. Prizes for the biggest fish caught, most fish caught and a booby prize for the most unusual item caught!

**Antiques roadshow** Find local experts to donate their time to provide their expert opinion on the value of old treasures. Net proceeds from entrance fees and valuations are donated back to Heart & Stroke.

**Auctions** Conduct a silent or live auction! Consider offering heart healthy auction prizes, such as sporting goods, heart healthy gift baskets and stress

relievers, like a stay at a local spa. Maximize your charitable contribution by requesting sponsorship from the local business community. Adopt the "auction of promises" idea – people offer goods or services to be auctioned (i.e.: cleaning a car, chauffeur for the day, decorating a room, odd-jobs, etc.)

## B

**Block party** Block parties are great ways to mingle with your neighbours, and give back to Heart & Stroke. Create a ticket system to redeem for food and activities. Have different stations set up for BBQ, mini-golf or obstacle course, face-painting, scavenger hunt, egg-toss, tug-of-war, races, etc. The sky's the limit.

**Book club** Organize a regularly scheduled book club in your social network. Charge a membership fee or ask for a donation to Heart & Stroke. Boost your fundraising: instead of buying the book, donate the cost, and borrow it from your local library.

## C

**Car wash** Pick a weekend and host your car wash at your local fire department, gas station or garage. Charge a set price per automobile type (truck, van, SUV, car, etc.), or assign a minimum donation. Use balloons, music and cheerleaders to help promote the event to passersby.

**Casual/Jeans day** Dress casual, wear red or wear corporate colours for a participation fee. Wearing jeans in the office is always a crowd-pleaser. Every Friday from the start of your campaign, offer colleagues a chance to dress down for a \$5 or \$10 donation. If a weekly Jeans day isn't realistic, try Fridays during a specific month.

**Community connection** What makes your community special? Does it boast having the most waterfalls in the region, or maybe the best beaches? Do they have a local sports team that is currently

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undefeated? Host an event that highlights how unique your community really is. Ask for a donation/entry fee to join in the activities.

**Couples** Did you recently get engaged, or are you planning to celebrate an anniversary? Instead of putting together a gift list, ask your friends and family to donate to Heart & Stroke.

## D

**Dance marathon** Get people to sponsor you for every five minutes of boogying you manage on the dance floor. Boost fundraising by asking for a donation for every song you dance to.

**Dinner, gala or social** Coordinate a social event/benefit dinner within your community. Ask a local musical group, comedian or magician to donate their performance for the night. Set a price per plate. Donate net proceeds from ticket, merchandise, food and refreshment sales.

## E

**Eat heart healthy foods** Spotlight heart healthy foods/snack choices and host a bake sale, BBQ, potluck, pancake breakfast, or luncheon to benefit Heart & Stroke. Set a donation price for samples.

**Exhibition - Artwork sale** Submit your own art, or source material from local artists and crafts groups (woodworkers, jewelry makers, painters, quilters, etc.) and hold an exhibition of the combined work. Ask for an admission fee and/or a portion of the proceeds from each sale.

## F

**Face your fear** We all have fears to face. Dare yourself to face one of your fears when your friends/family help you reach your fundraising goal. If you are feeling extra fearless... let your supporters know your fears so they can decide which one you should face.

**Fantasy pool** Tap into your co-workers' competitive spirit by hosting a sports, Oscars or reality TV pool. Pick your type of pool (fantasy, draft, or ballot), set your cost for participation, and deadline for entry. Don't forget the trash talk!

**Fashion show** Partner up with local boutiques and host a fashion show in your community. Showcase your trendy 'new looks' and raise funds by charging admission. Consider boosting your contributions by selling or auctioning off each of your runway items, and providing the proceeds to Heart & Stroke.

## G

**Games night** Get your friends/family together for a fun day and/or night of board games, bingo or trivia. Host the event at home, or at a local restaurant and charge each player a set fee 'per game' played.

**Give it up!** Go without something that you love for a specific amount of time, and ask friends/family to support you by making a donation. Give up speaking/swearing for a day, computer games for a week, chocolate for a month, the possibilities are endless! Make it more challenging...you pay a fee for being caught using it!

**Grand opening/launches** Raise awareness and profile your organization while raising funds for Heart & Stroke. Hold a BBQ, prize draw or create a "donation with purchase" system.

## H

**Hair dare** A fundraising trend that keeps on growing. Dye your hair a crazy colour or shave it off completely once you reach your fundraising goal! Or don't shave your beard until you reach your fundraising goal, and see how long it gets.

**House, pet or baby sit** Offer up your sitting services and let your friends/family have a nice, quiet night out of the house, or a worry-free vacation. Have them make a donation towards your fundraising instead of a gift or payment.

## I

**Indoor sports tournament** Pick your sport and secure a location with two fields/arenas/courts to enable a round robin schedule for multiple teams. Get groups to play and charge a team registration fee. Ask local businesses to donate snacks/drinks to sell for additional fundraising.

**If the jar fits** Fill and seal a transparent jar with a known number of objects such as golf balls, marbles, buttons, cotton balls, etc. Create a guessing-game contest and charge a price per guess. The closest guess will win a prize... or maybe just bragging rights and the jar of items!

## J

**Jewelry making/selling** Buy beads and wire in bulk and get creative. Consider selling during holidays (Valentine's Day, Mother's Day, Birthdays, etc.) to maximize your profits. Donate the net proceeds of all sales to Heart & Stroke.

**Joke-a-thon** Have your friends in stitches with a joke-a-thon. How long can you keep your friends laughing? Collect a donation as admission fee, and if the jokes are really bad, make them pay an extra fee to leave.

## K

**Knitting for a cause** Share your skills - host a "Learn to Knit" workshop. Not only is it a good exercise for relieving stress, proceeds from the class fee will be donated to Heart & Stroke. Encourage extra donations from participants. Don't want to teach? Put your needles together and knit garments to be sold at local bazaars and fairs. Want to engage others? Challenge your friends to a knit-off! Ask friends and family to support your efforts. Prizes can be awarded for longest scarf, and/or top fundraiser.

**Karaoke competition** Book a venue, and spread the word. Charge a door fee, and ask singers to make a donation each time they sing. Also pass around

collection buckets during the event for all patrons to contribute. Ask the venue to donate the proceeds from food/drink during the karaoke concert!

## L

**Lunch money** Decide to 'brown bag' it (bring in your own lunch) on a specific day and donate what you would have normally spent on lunch. Encourage your friends, family and co-workers to do the same.

**Litter picking** People will be very willing to pay you if you're cleaning up a backyard, local park, beach or kids' playground, especially if they know the money is going to Heart & Stroke. This is a way to help your local community while raising money for yourself, so everyone's a winner.

## M

**Matching gifts** Check to see if your company does a Corporate Match or Internal Giving Program. Lots of companies have these and all you have to do is ask. It's a great way to get others to support you too, knowing their contribution will be doubled!

### **Midnight screenings and parties**

These could be held in your house, or in media rooms, community centres, or at university. Highlight the fact that it's being held at midnight, with atmospheric lighting, etc. Proceeds from admission fee, and food/drinks are donated to Heart & Stroke.

## N

**Nature trails** Know a bit about the wildlife in your area? Spread the knowledge — charge people to participate in guided nature walks.

**Nominate** Make the most of your social media networks and nominate your friends and colleagues to donate and do something different in support of Heart & Stroke. Who knows what might spark the next viral nomination challenge?

## O

**Obstacle Course Challenge** Create a day that incorporates challenging but fun obstacle courses and invite friends/family to form teams to compete against each other. Charge a participation fee. Come up with at least three courses that incorporate physical activity, are safe, and can be performed by the majority of your participants.

**Outgrown exchange** How did my baby grow out of this so soon?! Consider selling the items your baby has outgrown, but are still in great condition. Proceeds from the sale of these gently used children's clothes, books, toys or furniture are donated to Heart & Stroke.

## P

**Paper heart sale** Heart & Stroke can provide paper hearts which can be sold and displayed at your event. If you are a retailer, you also have an opportunity to collect donations from your customers at the time of purchase. Set a minimum donation amount, such as \$2 or \$5.

**Pet show** Get a pet shop to donate prizes in exchange for publicity. Why not make it an alternative pet-show, with prizes for the waggiest dog, pet look-a-likes, etc.? Add in some athletic competitions in the park and have spectators pay a fee to watch.

**Product/Service sale** Organize a used-book, rummage, or craft. You could also sell flowers, balloon bouquets, or paper hearts on Valentine's Day. A car wash is also a fun way to raise funds while at the same time demonstrating your organization's commitment and support of its community.

## Q

**Quarter wars** This fundraiser focuses on collecting spare change – every quarter counts! You can collect coins as a group, or have multiple jars (one for each participant, or work department) and make it a competition (i.e.: the team with the lowest total has to do a dare).

**Quilting bee** Get your local quilting group to donate their latest creation for a charity raffle where net proceeds go to Heart & Stroke. Consider using different colours, patterns or themes that reflect Heart & Stroke.

## R

**Races** Of course you can go traditional and challenge others to a race (long distance, relay, horse, swimming, rowing or 3-legged).

**Rubber duck race** Use Google to find a company near you that rents out sequentially numbered plastic ducks. Collect a sponsorship fee for each duck being entered, record the sponsors name and duck number, set a start/finish line, then release the ducks into a river at the same time and watch them race to the finish line. The sponsor of the winning duck gets a prize.

## S

**Scavenger hunt** Remember how fun these were when we were kids? You can create a simple hunt, like find these regular items on the list (i.e.: a red leaf, lipstick, pen, selfie) or plant items ahead of time and give clues along the way. People pay to play and/or pay for the items they could not find!

**Sports tournament** Pick your sport and set the location. Get groups to play and charge a team registration fee. Ask local business to donate snacks/drinks to sell for additional fundraising.

## T

**Talent show** Are you performing in a band, choir, musical or play? Promote your talent and raise money in support of our charity. Net proceeds from ticket sales can be donated to Heart & Stroke.

**Themed party** Bring your friends in on the fun and ask for a donation at the door. Ideas include: games night, movie night, mystery night, karaoke party, or holiday parties.

## U

**Upcycle sale** Convert your gently used gems into some else's serious treasure and vice versa. They call it upcycling. How much fun is that? Items could include: designer bags, clothes, accessories, antiques such as china figurines or plates, jewelry or high-end unused makeup/skincare products or perfume.

## V

**Valentine's day** Soft music, mirror-balls, largely heart-based decor... you get the idea. Sell tickets to the love-sick and single. Consider including a "Date Auction" – highest bidder wins a date with an eligible participant.

**Vice buster** Whether your vice is smoking, having too much caffeine, or munching on too many sugary or salty treats – whatever your bad habit or vice is, get your friends and family to support your efforts to give it up! Make it even more interesting by committing to pay a penalty for slipping!

## W

**Who's that baby?** Picture Match Game Hosting a baby shower? Invite guests to try their luck at matching baby pictures to their adult counterparts. Charge a participation fee & award a prize to the person with the most correct matches.

## X

**X-pletives** Stick a swear box in the office, at home or in your local social club to raise money. Each time the offender makes a mistake, they will add a donation to the jar. Bonus: new swear-substitute words could replace the swear word forever!!

## Y

**Yard sale** Collect items from your house, and ask your friends and family to donate books, CDs, DVDs, furniture, anything they no longer need! Host a good old-fashioned yard sale in your neighborhood, or list the items online and arrange payment/delivery. If you have

brand new or high-value items, you can opt for an online auction to maximize your profit.

## Z

**Zany dress** Day People at your office or school pay a donation for the chance to come dressed as celebs, as animals, or all in pink...you set the terms! Put a different spin on things...make a donation to nominate one participant to wear a crazy costume!

**Zodiac** Evening Invite a guest astronomer for a star-gazing fundraiser. OR Hire a guest astrologer to read horoscopes to your guests. Net proceeds from entry fees are donated to Heart & Stroke.

# Getting started is easy

**Think about what makes you happy,** what you're passionate about, or what you have always wanted to try and pick an idea.

**Let us know your idea** and we'll help you turn it into fundraising event.

**Setup your event online,** and access all our tips and tools to reach your fundraising goal.

**Celebrate your success** — you have helped the 1 in 2 Canadians who have been touched by heart disease and stroke this year.

Visit [myownfundraiser.ca](http://myownfundraiser.ca) to get started.

## Thank you

**Heart & Stroke appreciates the time and effort you spend organizing and executing your fundraising event. Your efforts help fund research breakthroughs. And that means more lives saved.**

