

Fundraising Ideas

Individual

- Share the “event” – Tell your story. The more you talk about your upcoming event, the more people will share in that excitement and want to donate to you! There are several avenues to share the event:
 - Face to face
 - Personal fundraising page
 - Social media
 - Phoning friends and family
 - Email
 - Highlight how many years you have been participating, why you participate, fundraising goals
- **Send an email to everyone you know asking for support** – This is another opportunity to share your involvement in the event and a very effective way of collecting donations. Ensure that you provide the link to your personal page so they can easily access your fundraising page and donate online! Encourage close friends and family to forward it on to 5 other people to help you reach your goal!
- **Corporate Matching Gift** – Ask your company to match the amount of donations you receive from donors.
- **Email Signature** – Add a line in your signature similar to: “I am participating in this year’s “event” to raise funds to support the people in my life affected by Multiple Sclerosis. Will you donate? www.mswalk.ca “(or www.msbike.ca).
- **Send Updates** – Let people know how your fundraising is going and a reminder on how to support you in your goal.
- **Ask Big** – Ask at least one person/company for \$500. If you know someone is willing to give \$100 don't ask for \$20...the worst they can do is say no!
- **House Party** – Have people over for a party and have a cover charge minimum of \$5 or \$10 going directly to your “event” fundraising goal.
- **Corporate Matching through a friend** – Ask your friends if their employer will match the donations they make to you.
- **Garage Sale** – No one likes a bunch of clutter. Have a garage sale with all the proceeds going toward your fundraising goal.
- **Birthday Gift Pledge** – On your birthday, request that your friends & family donate to your fundraising goal! Facebook has made this even easier, ask your local coordinator for more information!
- **Solicit** – Small businesses, service clubs, churches, schools... anywhere. Let them know how you are trying to make a difference and show them how they can help too!

- **Community** – If you are involved in your community this would be a great way to put on a community sale and have all the proceeds go towards your fundraising goal! If you are not involved with your community... look into it!
- **Ask your local restaurants to place a donation jar at the front** – Check with the manager of the restaurant first. They may be willing to place a donation jar at high traffic areas so patrons can see it!
 - **This or That Jar** – Set up two jars with a picture on the front. People donate spare change to their favorite Jar. (Marvel Vs. DC/ Apple Vs. Android/ Roller Coaster Vs. Waterslide)
- **Start your own extra change box** – Empty your daily pocket change into the jar and see it grow! Encourage your coworkers or friends to join you. Maybe make it a little of a competition to see who has the most change in their pockets!
- **Host a movie night at your house** – Provide a recent movie & hot popcorn and snacks and invite people over for a movie night! Charge admissions to go towards your fundraising goal!
- **Delegate** – give 10 of your closest friends 10 pledge forms and see who can get the most. Whoever wins can get a slurpee or a coffee on you!
- **Creative Friends** – Ask a friend who is an artist to donate a cd or piece of art that you could auction off! This creates awareness of the artist as well!
- **Yoga instructor** – Ask your yoga instructor if they will teach a class with 50%-100% of the proceeds going toward your goal to end MS!
- **Gym** – Ask your local gym to put up a donation jar and see if any of the instructors will donate proceeds from their classes to your fundraising goal!
- **Hair Salon** – Ask your hairdresser to donate \$2 for every haircut they do for the weekend leading up to the "event"!
- **Meet the Press** – If your company has a newsletter, be sure to put your fundraising goal in it! This might even attract people to join your team!
- **Baby/Pet/House Sit** – Use your sitting skills to get closer to your fundraising goal!
- **Karaoke Night** – Can you carry a tune? Tell the host of the karaoke night that you are singing for donations... you will take them to sing or not to sing!
- **Company Vacation Days** – Ask your employer's human resources department if they can swap one of your vacation days to be donated toward your fundraising goal.
- **In memory of...** - If you are walking in memory of someone, let people know.
- **Bulletin** – Let people know what you are up to by placing bulletins up at your local grocery stores. Be sure to ask the manager first!
- **Remind them** – participants often send out one email and think that their work is done... people read the email and they are interested! Make sure you remind them again of what it is you are doing and ask for their support! Even if it is 2 or 3 days before the event!
- **Beneficiaries** – Get to know our clients well. Come in and see the support groups and classes we have for them. It will make all the difference to why you are fundraising in the first place.
- **Sponsor Yourself!** – Make a contribution to your own fundraising goal!
- **Clubs and Organizations** – Send letters to your local Kinsmen, Lions Club, Rotary Club, Kiwanis... they support individuals in their communities!
- **Start Now!** – There is no better time to start fundraising than right now! When you reach your goal, you can double your efforts and raise even more!

- **Jellybean Count** - Sell the guesses for \$XX.00! The winner gets the jellybeans!
- **Casual Friday** - Ask your work to do a casual Friday by donation.
- **Donor Incentives** - A new way to ask for donation amounts. You can set any kind of prize, item or giveaway for incentives. For instance, one participant offer to bake a cheesecake for anyone who donated \$100 as an incentive. Another example is putting all donors in a draw to win a gift card to___

Team

- **Team Pub Night:** Reach out to your favorite pub or sports bar and share your idea for a team fundraiser supporting MS Canada. Discuss available dates/times (Saturday nights are often very successful). For pub night fundraisers, you can sell tickets for \$10 \$20.
 - Many pubs will help you host a fundraiser at their bar. Tell the manager about your involvement with the MS Canada event you are participating in and your goal to raise money for a world free of MS.
 - You can fundraise even further by having a silent auction, raffle, donation jar or 50/50! Ask local businesses to donate items to your cause and sell them through a silent auction or by raffling them off. Selling 50/50 tickets is ever easier, half of the proceeds go to the winner and half goes towards your fundraising! Raffles and 50/50 draws require a license. Please contact your local bike coordinator for an application.
- **BBQ:** Grocery Stores will often allow you to put on a BBQ in front of their store. They provide the BBQ and hotdogs and will split the earnings with you. Contact your local store and see if this opportunity is available to you.
- **Poker Tournament:** Host your own poker tournament with a buy in anywhere from \$100 to \$500. 50% of the money goes to the winner and 50% of the money goes towards your fundraising! This opportunity is also available at casinos by contacting the poker room directly.
- **Corporate Sponsorship** – Identify one or several large companies and contact them directly. They may be willing to sponsor you completely if you let them put their name or logo on a shirt or hat you will wear to the walk.
 - **Jersey Sponsors** – Before getting your team jerseys made, sell sponsorship spots on your team jerseys for a \$500 donation.
- **Theme/Dinner Party** – Host your very own themed/dinner party and have guests come with only a donation! Team members can bring their favorite dish but don't make it so expensive to take away from the fundraising theme!
- **Wine Survivor** – Invite your friends/family/co-workers to participate in the Wine Survivor! They would donate \$20 to your team and then bring a bottle of wine (minimum value \$15). Then do a 'reverse draw' for the wine. The last name remaining will receive their pick of ½ the bottles. 2nd and 3rd will split the remaining half. Before the reverse draw begins people can additionally buy \$5 Immunities! Immunities are re-entry back into the draw if their name is pulled too early. This type of raffle requires a license. Please contact your local bike coordinator for an application.

Corporate Team

- **Bake Sale:** Host a delicious bake sale in your office or the main floor of your building. Sell your baked goods for a fixed price or simply accept donations for your generosity. The same idea can be used for pancake breakfasts, selling pizza, and more!
- **Corporate Matching Gift** – Ask your company to match the amount of donations you receive from donors.
- **Office Fundraising Challenge** – Speak with everyone in your office and get them to challenge each other to raise the highest amount. Give the “winner” a prize. Maybe movie passes or gift cards?
- **Casual Friday** - Ask your work to do a casual Friday by donation.