

# Team FARE

## 10 Fundraising Ideas

Think outside the box, and plan a fun, creative event for your family, friends and associates!

1. **Party with a Purpose:** Host a fun neighborhood party, then contribute the admission dollars collected to your Team FARE fundraising efforts!
2. **Fountain Coin Collection:** Go to your local mall or park, and ask the facility director what they do with the “wish” coins in their fountain. Often, these monies are donated to a worthy cause, so recommend FARE. FARE will be glad to provide you with a copy of our 501(c)(3) letter to prove our nonprofit status, which the facility is likely to need for their records.
3. **Email Signature:** Include an automatic link to your Team FARE fundraising webpage by creating a signature for your outgoing personal emails. This way, everyone you contact will know you are fundraising to help people with food allergies whether you remember to tell them or not! Check with the Human Resources department of your employer to see if you can add an automatic signature that includes your fundraising webpage on your work emails as well!
4. **Town Clubs and Organizations:** Request a donation from your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis Club, Masonic Lodge, religious institutions and neighborhood organizations. These groups often support individuals in their communities, and they may choose to support your effort for FARE.
5. **Newsletter/Newspaper:** Community organizations, religious institutions and schools often distribute a monthly newsletter. Write to them about your fundraising efforts for Team FARE and ask to be included in their next edition. If you feel comfortable, you may also wish to share your story of living with or raising a child with food allergies. Make sure the article includes your fundraising webpage link to help readers make a donation to your effort.
6. **Clowning the Boss:** Does your organization have leaders with a great sense of humor? If so, ask them if they would wear a clown suit for a day to raise funds for food allergy awareness and prevention. Collect a donation from each coworker that would like to see the boss in a clown suit or wants to squeeze the boss’ red nose. This can be a fun way to allow your co-workers to have a laugh as the lines of authority are temporarily loosened for a good cause!
7. **Auctions:** Anything that has potential value to a group of people can be auctioned off to raise funds for food allergies. Seek donations for your auction, and consider unique opportunities that might be auctioned as well, such as a prime parking space at work, a half/whole day off from work, a special lunch, a trip, etc. in addition to collectibles and memorabilia.
8. **Social Media:** Never forget social media when fundraising! It’s easy, powerful and effective, so be sure to include your Team FARE fundraising webpage on Facebook, LinkedIn, Twitter and any

other social media accounts you have. Mention Team FARE and your need for support at least twice a month!

9. **Percentage of Proceeds:** Many restaurants and businesses will work with organizations raising funds for nonprofits by donating a portion of proceeds for introducing new customers. In some instances, individuals will need a promotional code or coupon to show they want to donate to the cause. Other organizations may dedicate a day or evening to FARE and agree to donate a percentage (we recommend 15-20 percent) of all sales for that day.
10. **Ask Everyone You Meet:** The “ask” is the most important part of fundraising, and the more people you talk to about your Team FARE fundraising efforts, the more donations you will get! Always carry donation forms, envelopes, and/or small slips of paper with the URL to your Team FARE fundraising page to be prepared to accept pledges or donations from everyone you meet!

Contact a member of your FARE regional staff if you need help.