



Food Allergy Heroes Walk

Fundraising From A to Z

A

Ask Everyone You Meet: The “ask” is the most important part of fundraising, and the more people you talk to about the Food Allergy Heroes Walk, the more donations you will get! Always carry sponsor/donation forms, envelopes, and/or small slips of paper with the URL to your walker fundraising page to be prepared to accept pledges or donations from everyone you meet!

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.

B

Babysitter Service: Ask parents in your community if you can babysit for a donation toward food allergy research, education, advocacy and awareness initiatives.

Bag Groceries: Ask a local grocer if you can volunteer to bag groceries for donations in the form of tips. Share a flier to help explain the Food Allergy Heroes Walk to the store’s customers.

Bake Sale: Sell yummy homemade goodies at a local game or function. Some popular stores may also allow you to fundraise outside of their entrance doors, but ask the store manager first!

Block Party: Neighborhood block parties are fun, and you can sell food and drinks and/or charge admission.

Boss for a Day: If your supervisor agrees, allow staff members to bid on being “Boss for a Day.” The highest bid, of course, wins.

Brown Bag Lunch Week: Ask co-workers to bring homemade lunches for a week so they can donate what they would have normally spent to the Food Allergy Heroes Walk!

C

Carwashes: When the weather warms up, help your neighbors keep their cars clean with a car wash fundraiser! (You may need a few additional volunteers to help.)

Challenges: A little competition can be fun, so email another walk team in your area and challenge them to see who can raise the most!

Change Wars/Coin Drive: No one is too young to fundraise, so encourage the kids on your team to collect coins for the Food Allergy Heroes Walk. They can visit neighborhood homes with a parent or guardian. They might also place a large jar in their school cafeteria to ask students and staff to contribute leftover change, or start a “Change Wars” at school to see which classroom can raise the most.

Coin Collection from Wishing Wells: Get permission from your local park or mall to collect the “wish” coins tossed in their fountain for a designated time period. Different locations will have different procedures for how to go about this, so talk to the facility director first!

Challenge by the Boss: Is your boss a team player with a good sense of humor? If she or he is willing, ask them to set an amount that can be raised by staff members who want to see him or her kiss a pig, get a pie in the face, or some other minor “punishment” that will be fun for all to enjoy.

Craft Fairs: Use your unique skills to develop arts and crafts for sale. Booths can often be set up at local festivals and farmers markets to fundraise for nonprofit organizations. Check your local opportunities!

Concession Stands: Request permission to sell concessions at a local game or community event. Some stands will donate a percentage back to you. Others may allow you to sell items you’ve brought in.

D

Dance for a Cure: Do you have close ties with a local band or DJ? Ask them to donate their services for a fundraising dance hosted at a free (if possible) venue. Charge for entry and sell refreshments!

Dog Walkers: Dog walking offers another opportunity for you to raise money in your community. Ask families to donate each time you save them the trouble of taking out their own pet!

Dress Down Days: Work with the Human Resources Department of your employer to have employees pay for a special, non-Friday dress down day at work! This may also work in schools that require uniforms, but check with the principal first!

E

Email: Don't forget to send emails to your friends, family and co-workers asking for donations. A personal request often goes further than any other kind!

Errand Service: Advertise that you will run errands for a donation when neighbors don't have time to do so on their own.

Etiquette Reminders: Does your organization need a "swear jar" for those who forget or a meeting/phone fine for those who disrupt with tardiness or noise? Perhaps for one month, your co-workers may be willing to make contributions to alter bad habits by giving a set amount each time they err. Talk to them about it. You might also want to try this with kids at home to both encourage them to give to positive causes and to support prior teaching on good manners.

F

Fish Fry: Host a fish fry at your community center or house of worship and charge a few bucks over the cost to prepare each plate that can be donated to your walk team!

Flower Sales: Around Valentine's Day and other special holidays, buy nice flowers at low cost from a wholesaler, then sell bouquets, potted flowers, or individual stems at your school or place of work.

G

Game Night: Sell tickets to a special “game night” party at your home. Invite friends to play board games, charades and more!

Garage Sales: Garage sales are a great way to raise extra money toward your Food Allergy Heroes Walk goal! Explore your home for items that are no longer meaningful for you, but still in good enough condition to help someone else!

Go Door-to-Door: Prepare a few words about FARE and the Food Allergy Heroes Walk, then go door-to-door and ask for donations. Your team can work together to cover different sections of town to request donations.

Go Greek: Contact either the graduate or undergraduate chapter of your local sorority/fraternity and ask if they would make the Food Allergy Heroes Walk one of their philanthropic causes.

Golf Tournament: Host a golf tournament with the proceeds benefiting your Food Allergy Heroes Walk team.

H

Hat (or Cap) Day: Talk to your principal for permission. If you get approval, advertise that students can make a donation to the Food Allergy Heroes Walk to receive permission to wear ball caps to school on a designated day.

Haunted House: For Halloween, organize a haunted house and charge admission to raise funds for your walk team!

Holiday Sale: Is your team crafty? Come together to make ornaments or other holiday crafts, and sell them for a donation.

I

Ice Cream Socials: Plan an allergy-friendly ice cream social (be sure to label all ingredients!), and ask for a donation to your FARE Walk team to attend.

J

Jail & Bail: In a “jail & bail” fundraiser, employees are “arrested.” They can donate on their own to be released, or a bounty (at least \$100 is suggested) can be placed on their heads that fellow employees must meet. Some employees may choose to pay a fee to have another “arrested” for the fundraising event.

Jeans Day: Similar to “Hat Day,” allow individuals to donate for the opportunity to wear jeans on a non-casual workday. You may want to require larger donations for those who desire to get fully decked out in a denim suit (jacket, pants, and shirt).

Jewelry Sales: Entrepreneurs with jewelry enterprises might appreciate you hosting a jewelry party in your home. Ask that they donate a percentage of each sale to the Food Allergy Heroes Walk! You might also contact a wholesale company to purchase nice jewelry that you can sell for a profit that can be put toward your team’s fundraising goal.

K

Karaoke Tournament: A Karaoke Tournament is a fun way to raise money! Charge an entry fee and have the audience vote for their favorite with their dollars. Many free Karaoke tracks are available on YouTube, or you can rent a Karaoke machine at an affordable price.

Kitchen Tools Sale: Work with an independent consultant selling kitchen tools to host a kitchen show. A portion of the sales from the event can benefit your Food Allergy Heroes Walk team!

L

Lawn Service: Ask your family, friends and neighbors if you can mow their lawn and do other yard work in exchange for a donation to the Food Allergy Heroes Walk.

Letter Writing: Despite the popularity of electronic communication, people still enjoy getting personal letters in the mail. Draft a letter that shares your reason for participating in the Food Allergy Heroes Walk and why you support FARE, then send it to family members and friends and ask for their support. Send to everyone in your network, and include your personal fundraising link so they can give online quickly and securely.

Lunch With: Ask an influential or popular member of your community or religious institution, or a top-level executive from your office, to donate his or her time to your Food Allergy Heroes Walk fundraising efforts, then host a raffle for a special lunch with that individual.

M

Matching Gifts: Donations can sometimes be doubled or tripled through a company's matching gifts program. Check with your organization's Human Resources department to see if you have a matching gifts program and, if so, complete the required paperwork. Ask all who donate to your Food Allergy Heroes Walk team if their organization has a matching gifts program as well.

Money Jars: Create Food Allergy Heroes Walk donation jars by taping information about food allergies and the FARE Walk on the front. Leave the jars in safe locations where they will have some monitoring and where you have permission to collect funds.

Monday Night Football Party with a Purpose: If you have access to a big screen television, charge admission and offer allergy-friendly refreshments for guests to enjoy the game together for a good cause.

N

Night at the Movies: Host a movie night for food allergies. Charge admission, offer allergy-friendly refreshments and sell drinks to help support your walk team's efforts to support food allergy research, education, advocacy and awareness initiatives.

O

Odd Jobs: One way for kids to raise funds is odd jobs for donations. Have them check with neighbors and friends to see if they can take out the trash, rake leaves, run errands or perform other tasks for monetary gifts to the Food Allergy Heroes Walk.

Open House: Invite friends and family over for an easy open house. Have allergy-friendly appetizers and drinks available, and tell them about FARE's mission and why you are participating in the Food Allergy Heroes Walk. Encourage them to donate and ask them to join your walk team.

P

Pizza Sales: Talk to a local pizza eatery owner or manager to see if they will consider donating a percentage of sales on a particular day to the Food Allergy Heroes Walk. If so, drum up extra business for the establishment on that day by sharing information on social media and distributing fliers.

Party with a Purpose: Charge admission for a fun neighborhood party, then contribute the admissions fees collected to your Food Allergy Heroes Walk team's fundraising efforts!

Q

Quilts: Does a family member or friend quilt? If so, ask for a donated item, then raffle off the unique and special handmade quilt to benefit your Food Allergy Heroes Walk team's fundraising efforts.

Quizmaster: Ask a local bar or restaurant to host a Quiz Night or Trivia Night for the Food Allergy Heroes Walk. Invite your friends and family, and ask each participant to submit an entry fee. Ask the venue to donate a gift card or prize for the winner.

R

Restaurant night: Approach your favorite restaurant and ask them to donate a percentage of a night's or week's profits to FARE. Agree that they will donate a designated percentage of their sales from that evening and make sure you let everyone you know when and where it is happening.

Roll Those Pennies: Many individuals seek to rid themselves of extra change around their homes. Ask them to donate the collection of coins, roll them in the appropriate coin sacks, and add them to your Food Allergy Heroes Walk fundraising total.

S

Sport Tournaments: Organize a fun sports tournament at a local school gym or community center, and charge an entry fee for participating teams. Make sure entrants know their fees go to a good cause in the Food Allergy Heroes Walk! During the event, invite the audience to get involved by making a donation or participating in the walk.

Student/Faculty Game: Consider organizing a student vs. faculty sports game to raise funds for the Food Allergy Heroes Walk by charging admission, selling concessions and collecting donations at the event.

T

Team Pride Day: For a donation to the FARE Walk, employees or students can wear the jersey of their favorite team on a designated day. Secure a prize for the oldest jersey, the team that is geographically furthest away, or another predetermined goal!

Ticket Raffle: Buy a set of tickets at an office or party supply store and hold a 50/50 ticket raffle for the Food Allergy Heroes Walk. In a 50/50 raffle, half the proceeds raised from sales go to the winner while the other half goes to the cause. Every ticket sold benefits both the value of the prize and the value of the donation! You can also raffle off donated gifts.

U

Ugly Sweater Party: Host an ugly sweater (or other costume) party at your house. Voting for the “most heinous sweater award” is then done in dollars that benefit the FARE Walk. Give a separate prize to the winner.

V

Vacation Day Drawing: Talk with your employer about the Food Allergy Heroes Walk and ask for permission to raffle of a vacation day with pay to benefit the effort. If they agree, donate raised funds to FARE through your team.

Vendors: Solicit items you can raffle or auction from local vendors. Visit www.foodallergy.org/support-fare/your-donation-at-work for suggestions on explaining how donations to FARE help the food allergy community.

W

Wine and Cheese Party: Check with a local wine store to see if they will donate a percentage of proceeds from a wine tasting to the Food Allergy Heroes Walk.

X

Xerox Machine: Still “old school”? Use a Xerox machine or any copier to print off information about the Food Allergy Heroes Walk that you can hand to individuals everywhere you go.

Y

“Yes” Day: Pick a day and determine to get “x” number of “yes” replies to your request for donations to the Food Allergy Heroes Walk. Don’t stop working until you’ve reached your goal!

Yard Work: Offer to do yard work for your neighbors for a donation.

Z

Zumba-thon: Ask a local fitness instructor if they will donate their services to a special class (Zumba, Yoga, Kickboxing, etc.) where the fees go to the Food Allergy Heroes Walk. Ask a local gym, school, religious institution or other facility with a large room if they will host the event. Spread the word about your event throughout the community, and watch the dollars add up as people sign up for the class.

Zzzzzz: Get some rest! Fundraising is hard work!

Explore other creative ideas to raise funds, and ask your FARE staff to help you execute your plans!