

Fundraising Ideas

The Best 4 Steps to Take to Launch a Successful Fundraising Campaign:

1. Appoint a Fundraising Chairperson
2. Make a flier:
 - Name of agency
 - Mission – and why it's urgent & essential for the community
 - How many people served → and what results come from that service
 - Specific agency needs
 - A photo or an image
 - Contact information
3. Create a list of stakeholders for fundraising:
 - Small businesses, churches, service clubs, community members, etc.
4. Set periodic fundraising goals and celebrate when you reach them!

Some Fun and Simple Fundraising Ideas:

- Raffle! Solicit donated items from local businesses & community members, and sell them at church or social events.
- City-wide mailing – send agency flier out to city residents. Ask us to connect you with Jeff Powers in Teague, who recently raised almost \$8,000 with this method.
- Progressive dinner and/or house party. Ask for donations, have a short talk describing the agency and its needs.
- Specific agency equipment needs? Don't purchase them – ask the Food Bank first, we usually can find ways to secure the items at no-cost.
- Set up a program where people can sign up to pledge a monthly donation – it could be as little as \$5 per month, but the community buy-in will add so much value!
- Community garage or yard sale! And include a theme that fits into your mission of feeding the hungry? Such as a yard sale for just kitchen items?
- Spaghetti dinner, or thanksgiving dinner fundraiser at a church.
- Ask people to save change for a specified amount of time, such as 3 months. Provide them with a jar with a label with your agency's name on it. Kids would enjoy this activity.
- Plan a fundraising event with a local celebrity speaker.
- Sell homemade holiday gifts or cards. The cards can say something like “a donation has been made in your name to *agency name*”
- Ask a local restaurant or shop to donate a percentage of their sales to the agency on a designated day. Help promote it!
- Check out the community calendar, have an agency representative present at a table or booth at major events, receiving donations. Do a short talk describing the impact your agency has, and pass a hat for donations.
- Recycling for money program.
- Post the agency flier in newspaper, grocery stores, antique shops, etc.
- Bequest program
- Local churches coordinate a Sunday in which they all collect for the agency.
- Business/corporate matching gifts. Ask a company to match what your agency raises. If the agency raises \$1000, the company will donate \$1000.

- Ask each board member to be responsible for bringing in a designated annual sum.
- Christmas caroling, or other holiday activity.
- Local artist program – sell items made and related to the organization’s mission.