

Fundraising Ideas
Wall Street Run & Heart Walk



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Fundraising Ideas

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WHAT ARE FUNDRAISING WRAP-AROUNDS?

These are events or activities conducted within your company or group. Money raised by these activities can be added to your team members' totals. They're called "wrap-around" activities because they're conducted before the event takes place and promoted under the "umbrella" of the Heart Walk. These activities also help promote your group's involvement in the Heart Walk and may encourage more employees to join your team!

WHO CONDUCTS THE ACTIVITIES AND WHEN?

Usually the Company Leader or Team Coach shares the ideas with enthusiastic team members, co-workers and family members who will help to organize the activities. You conduct them whenever and wherever you want. As you complete the wrap-around activities, **turn the money in to the American Heart Association and we will credit your team!**

EASY IDEAS FOR TEAM FUNDRAISING!

Implementing one or several of these "wrap-around" fund-raising activities gives your team an opportunity to raise significantly more money to support the Heart Walk and the AHA than just having team members collect pledges. Although we encourage each team member to collect their own donations, these team activities can make your efforts much more fun, can get others involved that may not want to walk, and can easily raise a lot of money for your team.

IDEAS FOR WRAP-AROUND FUNDRAISERS

There is no limit to the types of fundraising activities your team can conduct. Some teams conduct several throughout the year, using many of their own ideas as well as those listed here.

Questions?
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A-Z Fundraising Ideas

AEROB-A-THON FOR YOUR HEALTH

Secure a local health club chain to sponsor a three-or four-hour aerobic dance session. Participants collect pledges to get in shape and the best part is it helps your team's total!

Alternative Transport

Get sponsored to find different ways to get to and from work each day for a week. You could be sponsored for the number of days you succeed or for the number of different methods you find e.g. walking backwards, cycling, skateboarding, roller skating etc.

Auctions

Buy a popular item or get it donated from a local business and then auction it off either as an event of its own, or as part of an already planned social event where lots of people will be. Silent auctions can be fun by setting a "theme" and asking each employee to bring in an item for the auction table. Themes can revolve around holidays, festivities, or anyone's creative ideas, i.e. Turkey Day; St. Patrick's Day; Valentine's Day.

Break Those Bad Habits!

Get co-workers to stop being late to meetings, failing to recycle, leaving letterhead on the copy machine and a variety of other transgressions. Offenders pay a quarter for their offense, which is counted in the Heart Walk fund.

Balloon Pop

Employees donate prizes for this event - a variation of a traditional raffle. Before filling a balloon with helium, put a note inside with the name of a prize. Employees pay \$1 to buy a balloon and pop it to find out what prize they've won. Include an American Heart Association fact in each balloon.

Bar Night

Speak to a local bar about hosting a bar night. Work out a deal with the bar. Some ideas include sell bracelets at the door and those participating get drink/food specials for x hours. Ask the bar to donate a % of sales to The American Heart Association

Bowl-a-thon

Employees pay a \$5 entrance fee to participate in this event. Give each participant a pledge sheet in advance to use when asking other employees for their support. Make the outing more fun by hosting some children, too.

Basketball, Bowling, Darts, etc.

You can issue a challenge to other Heart Walk teams to a Saturday softball, basketball, darts, golf, bowling or card tournament. Charge an entry fee and allow each company to sell refreshments.

Buzz Word

Every time an employee catches another employee saying a buzz word like “Think out of the box”, or “I can’t” or any word or phrase you choose, the employee should make a \$25 donation.

Brown-Bag It!

Encourage employees to bring their lunch to work and hold a brown bag party. The money they save from not going out that day can be contributed to the American Heart Association and your team total.

Coin Collection

Have a collecting box in your own home and at the end of the day put loose change in it e.g. all coins below a certain value go in the collecting box. Alternatively, plan to save one or two pounds of coins each week. When the box is full, donate it.

Coin Tower/Trail

Hold a collection of coins and see what height you can reach. It's best to stack them in piles of several inches tall and total up the heights of each pile. Or, create a coin trail and record the distance the trail covers.

Coin Cans

Place coin cans throughout your company, near the coffee machine or soda machine. Spare change can add up throughout the year.

Children's festivals/parties

For example: Breakfast with Santa, Gigantic Easter Egg hunt, Children's Night Out, Children's Dinner Theater with a clown magician, hot dogs, and dessert.

Concession Stand

Purchase products at a wholesale club and set up a table/booth in a high visibility, high traffic, high demand spot. Perhaps at a major event!

Donations

Place a large glass jar in a strategic spot at work with a sign attached asking for “dollars from the heart”. Be sure to put in a few dollars of your own to help start the collection.

Dress-Down or Jeans Days

This is so easy! Choose a day of the week (usually Fridays) that employees can wear casual clothes or jeans to work. Each employee that wants to “dress-down” must pay a “fee” which goes towards your Heart Walk team. It’s easy to promote, can be done anytime, and can be done as many times throughout the year as your company will allow. The AHA can provide stickers for people to wear on dress-down days to remind everyone why they are dressed casually. *Call the AHA office 2-3 weeks in advance so stickers can be ordered.*

If you held a dress down day once a month for a year and 100 employees participated you would raise \$6,000! Schedule a casual day a week and remind them.

If you held Dress Down Day for a \$5 fee:

1 day x 10 people participating x \$5 = \$50

1 day x 25 people participating x \$5 = \$125

Just think if you held Dress Down Days 6 times throughout the year, or even once a month, multiplied by the number of employees at your company, times the fee you set. Figure your own potential using the spaces below:

$$\frac{\quad}{\# \text{ days}} \times \frac{\quad}{\# \text{ people}} \times \frac{\quad}{\$ \text{ fee}} = \$ \frac{\quad}{\text{raised}}$$

Dinner Party

Invite ten friends over for a **dinner party** “from the heart”. Request they contribute \$10 or more towards your team goal. Use an AHA cookbook for heart healthy recipe ideas.

Dance For Heart

Organize an outing with co-workers and spouses to enjoy music, dancing and good times together. Take contributions at the door in lieu of a cover charge, and you can hold a raffle to raise additional funds for the event.

How'd You Like To Leave Work Early?

The boss can raise money by collecting fees at the front door from everyone who wants to leave work early.

Flower/Produce Sale

If you enjoy growing plants and flowers, or fruits and vegetables, consider selling them to raise money for your team.

Healthy Alternative Contest

In keeping with the American Heart Association mission, organize a recipe contest and have a sampling of healthy alternatives. People can pay to sample your cooks' creations, and you can hold contests for the favorite healthy dish

Golf Tournament For Heart

Coordinate a company golf tournament. Charge an entry fee for foursomes to enjoy a round of golf complete with prizes, food, beverages and a raffle.

Guess the Number/Weight

Put a quantity of items in a jar, and ask people to pay to guess how many there are, or how heavy the jar is. The winner gets a prize, or the contents of the jar. Guessing the weight of a cake is one option.

Gift Wrapping

Particularly great around the holidays. Contact your local mall or retail outlet to make arrangements. Don't forget Valentine's Day. February is American Heart Month!!!

Goal Board

Put up a goal board or thermometer in your company. Show everyone how hard you are working to meet your team goal. Be sure to update and post the team list as more people join so everyone knows whom they can donate to or contact to join the team. Set up a donation jar right there!

Miniature Golf Tournament

Construct a putting green and have employees play a round of 9 holes (indoor). Best scores at the end of the two week tournament receives prizes.

Heart Happy Hour

Set up a healthy Happy Hour for employees including fruit infused water and healthy snacks. Employees purchase an entry to the Happy Hour.

Hire Some Extra Help

Employees purchase chances to win an Administrator for the day. The Administrator agrees to work for the winning employee.

Have A Heart to Save A Heart!

Paper hearts are provided to you by the AHA. The idea is to ask people for a donation and have them write their name on a heart that you will display at a visible location, such as a wall, window, bulletin board, etc. This works very well in a retail location where customers can make a direct donation, but has also had great success within companies encouraging employee participation. This promotion can be done any time of year, but may want to be considered in mid-January leading up to Valentine's Day so your business can be decorated with hearts for the holiday. Ask your favorite restaurant, bank, school, tavern, gas station, grocery store to participate them for you! We'll supply all the hearts & posters you need! If you sold 100 hearts a month for one year you would raise \$1,200.

Instrument

If you are musical, get sponsored for playing an instrument for as long as you can or for every instrument you can play a tune on. Try to get extra sponsorship for novelty instruments e.g. producing a recognizable tune on comb and paper, playing a metal watering can like a trumpet etc.

Limbo Dancing

Organize a competition for participants to see how low they can go; charge an entry fee. Give the day a beach-party atmosphere by having a barbecue and (if room) beach-style volleyball (charge teams an entry fee). You could sell tickets to friends in advance.

Letter Writing Campaign

Send a brief letter to a list of family members, friends, neighbors, peers, etc. explaining your participation in the Heart Walk and asking for a donation in support of your efforts. Each team member can send letters to their own list of people, or compose a letter on behalf of the whole

“team” and send it to other businesses, vendors, suppliers, etc. Use your “holiday card list” any time of year or include a note right with your holiday cards. Be sure to include a date that you need their donation by and your address to send the check. This is so easy and has seen great success! Almost everyone will give something. Dedicate your personal effort to someone you know who has been touched by heart disease or stroke. Tell your story in a letter and why you feel it’s important to walk and raise money – AHA has sample letters available. Enclose a self-addressed stamped envelope for best results.

Noon on Fridays

Allow the top fundraiser for the week to start their weekend early.

Office Party / Picnic / Cookout

Many places do these anyway, but if you don’t, what a great excuse to start! And if you do, why not turn them into a team fund-raiser by using several of our ideas to incorporate into the fun. At your party, get the well-known “chatterbox” to serve as auctioneer for your auction; hold a 50/50; sell baked goods as dessert; set a party theme and charge a fee for those that don’t wear an item matching the theme; and add all your own ideas to make it fun!

Pet / Baby Picture Match Game

Invite employees to try their luck matching baby and/or pet pictures of management. Award the entry with the most right answers, a paid day off or some other fun Incentive. Charge employees \$5 per ballot.

Photographic competitions

Collect entry fees and have voting boxes for entries. Votes are dollars and cents. Give out certificates or donated prizes to the winners in various categories.

Putt-Putt Contest

Design and set up your own wacky miniature golf course within your office, lobby or work area. Charge each person to play and award a prize to the player with the lowest score. Flag each hole with a fact about The American Heart Association.

Quiz/Trivia Evening

Charge an entry fee for individuals or teams to take part; questions could be on a set theme, like cats, pop music, or general knowledge. For children, hold a junior trivia challenge about popular TV, music etc. The winning teams get a prize.

Quarter in The Glass Contest

Fill a large jug or aquarium with water and put a shot glass at the bottom. Have co-workers drop quarters through the slot in the lid. Provide prizes to those who make it in the shot glass.

Race Around the Office

Use your imagination. Race around your office on tri-cycles or have a sack race in the parking lot.

Scrambled Eggs and The American Heart Association

Organize an employee pitch-in breakfast to benefit the American Heart Association. Ask your management staff to serve the employee donated food. It is typically worth the cost of the ticket price alone!

Silent Auctions

Get donated items from employees and businesses to auction off. Set up a table in a staff area or cafeteria. Ask your employer to contribute a "day off" to bid on.

Survivors' Stories

Ask employees for stories and pictures to display on company bulletin boards with information on how to join their team or who they can sponsor. Adopt a survivor for your team to rally around and walk in honor of. Place donation jars nearby.

Vacation Day

Employees "buy" a vacation day. When an employee chooses to participate, their wages from the day's work are deducted from their paycheck. The organization may choose to match the amount deducted, with all proceeds donated to the team. Win-win situation: the organization achieves high participation, the employees get a vacation day, and the community is helped.

Worst Holiday Snapshots/Videos

Invite friends or colleagues to submit their worst holiday photos and videos. Charge a small entry fee per photo/video and get a panel of judges to decide on the very worst (you may need several categories). The worst ones can be displayed or shown to all entrants and a prize given to the winners.

Wall of Honor

Using the red, gold and platinum hearts, any business can create a WALL OF HONOR. Employees sell the hearts – red for \$1, gold for \$5 and platinum for \$10 and places them on a wall at the business. Those purchasing the hearts have the opportunity to write their name; the name of a loved one they wish to honor or memorialize; their business name or a brief message on the heart.

Year-Round Fundraising Themes:

January -New Year's Resolution theme basket

February – Heart Health Awareness Month, Valentine's Day gift wrap

March – St. Patrick's Day Theme basket, beat the winter blahs basket

April – Think Spring theme basket

May – Mother’s Day flowers, gift basket raffle.

June – Company Picnic

July – Red white and blue gift basket theme

August – sand and sun beach theme basket

September – Back to school basket raffle for the parents.

October – Halloween decoration basket

November – Thanksgiving theme, Christmas decoration theme basket, letters from Santa

December – Letters from Santa, Holiday theme basket

Other Tips to Consider:

- Be sure to share all this information with all of your team members! You never know who will be a great fundraiser given the right idea!
- Promote your participation as much as possible and JUST ASK PEOPLE! Too often people just don’t know you are having a team or to whom they can donate.
- The more excitement you can create the more people will want to be a part of it!
- Indicate your own contribution on your collection envelope and make sure the top few are significant donations. Others are likely to follow along with the same amount.
- Aim high! Ask for \$100 and settle for \$50! Base your amount on their ability to give.
- Find out if your company has matching gifts.
- Tell your sponsors why you’re walking for AHA. Emphasize that heart disease is the leading killer, and that more money is needed to fund lifesaving research. Relate a personal experience.
- Ask your car dealership or realtor/mortgage lender for a big donation your car/home was a big purchase so ask for their support now.
- If you are uncomfortable asking face to face, include a note in your holiday cards or write a letter

ASK AND YOU SHALL RECEIVE:

HOW TO RAISE \$150 IN TEN DAYS:

Show your commitment and contribute \$20 of your own	\$20
Ask your spouse or close friend for \$20	\$40
Ask your doctor or dentist for \$20	\$60
Ask a local store that you shop with frequently for \$20	\$80
Ask another relative for \$20	\$100
Ask a neighbor for \$10	\$110
Ask a friend who's in an organization with you for \$10	\$120
Ask your hair stylist or barber for \$10	\$130
Ask a friends for \$10	\$140
Ask your dry cleaner or other similar service for \$10	\$150

HOW TO RAISE \$500 IN TEN DAYS:

Show your commitment and contribute \$25 of your own	\$25
Ask two doctors for \$50 each	\$125
Ask four family members for \$25 each	\$225
Ask three friends for \$25 each	\$300
Ask your supervisor for \$25	\$325
Ask two local merchants for \$25 each	\$375
Ask three neighbors for \$15 each	\$420
Ask two coworkers for \$10 each	\$440
Ask three people from an organization for \$10 each	\$470
Ask three friends of your parents to donate \$10 each	\$500

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