



American  
Heart  
Association.

NYC Heart & Stroke  
**MARATHON** TEAM

## Fundraising Ideas

### **Letter Writing Campaign**

Send a brief letter to a list of family members, friends, neighbors, peers, etc. explaining your participation in the TCS New York City Marathon and asking for a donation in support of your efforts. Be sure to include a date that you need their donation by and your address to send the check or include a link to your fundraising webpage. 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 raise money for AHA. Enclose a self-addressed stamped envelope for best results.

### **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. Themes can revolve around holidays, festivities, or anyone's creative ideas.

### **Balloon Pop**

People 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. Participants pay \$1 to buy a balloon and pop it to find out what prize they've won.

### **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.

### **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.

### **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 or at your office.

### **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.

### **Dinner Party**

Invite ten friends over for a **dinner party** “from the heart”. Request they contribute \$10 or more towards your goal.

### **Dance For Heart**

Organize an outing with friends, family and/or co-workers 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.

### **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.

### **Heart Happy Hour**

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

### **Limbo Dancing**

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

### **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.