



Think outside the box when it comes to fundraising for the Ski to Defeat ALS! Check out this awesome list to get you thinking beyond letter-writing & online fundraising.

Questions? Can we help?

Give us a call at 800-681-9851 ext. 106

- 1. How about asking these folks for just \$25?:** your dentist, dry cleaner, hairdresser, pharmacist, doctor, real estate agent, accountant, veterinarian, attorney, sorority/fraternity or alumni, mechanic, financial advisor, all the other soccer moms on your kid's team, insurance agent, lawn service company, your professors, home owners association members, and the employees of other companies in your office building (put up a sign in their lunchroom!).
- 2. VIP Parking Spot:** Have a fundraising competition amongst your co-workers and the winner gets one week or one month of parking in the coveted spots close to the front door!
- 3. Get a Bin:** Put a Ski to Defeat ALS sign on a bucket at your local Laundromat, pizza joint, lunch room at work, etc. Stop by and pick up the money weekly. (Just make sure to ask the manager for permission!) Do you work at a store? See if you can include this at your work!
- 4. Brown Bag Days:** Have employees bring a brown bag lunch and donate the cost of what they would have spent at the cafeteria or a restaurant. You can even provide drinks, dessert and music or a favorite Seinfeld episode to make it a picnic atmosphere.
- 5. "Biggest Loser" Contest:** Have each employee pay \$25-50 to participate. Hold Weekly Weigh Ins, with little prizes for each week's winner. At the end of 6 or 8 weeks, whoever is the biggest loser wins 25% of the group's total donations and the rest goes toward the Ski to Defeat ALS. (Example: 10 people at \$50 = \$500, Winner Receives \$125, \$375 toward your Ski to Defeat ALS team!)
- 6. Restaurant programs:** Restaurants will usually give you 10-25% of the night's profits that you bring in with a flyer. Ask your local manager today. Restaurants are usually happy to do this, as it drives business to their store!
- 7. Baseball, Soccer or Hockey game:** Buy a bunch of tickets at a group rate (get the cheap seats) and get food donated. Host a tailgate party and charge people twice the ticket price (it will still be a pretty good price and a great excuse to hang out with friends.)
- 8. Guest Bartender:** Friends with your local bartender? Ask him/her to put a sign up one night that says all tips get donated to The ALS Association. Or talk to a local bar about being a "guest bartender" for a night for a cut of the profits or cover charge (as long as you help promote the night!).
- 9. Garage Sale:** Collect old "stuff" from friends and family. Auction "stuff" on EBay, or hold a garage sale (make sure to pick up Voodoo Donuts and make coffee to sell for the morning, too). Have Ski to Defeat ALS signs displayed to make sure donors know where proceeds are directed.
- 10. Follow up on your letter:** Call or send a postcard to the people who haven't donated yet. Postcard idea: go to www.cardstore.com and download your favorite picture and create a postcard to send to everyone with your update. You can create an address book online and use the same list to send thank-you notes and event follow-ups. You just type in the info and pay for postage online... they take care of the rest!
- 11. Raffle a Day Off!** Ask your boss or the owner of the company to donate a paid day off to the winner of the drawing. Sell tickets for \$5-\$25 to your co-workers (this is an easy way for most companies to contribute without donating cash).
- 12. Throw a basic "party":** ("Come on over! Pay me \$10 at the door!")

13. **Create an incentive for your donors:** Tell everyone that for every \$50 they donate, they get a chance to win something (for instance, a gift certificate to a restaurant or day with you).
14. **Raffle and silent auction hints:** Get the prizes donated and have at least five items in the raffle. Charge \$5-\$10 for tickets.
15. Go to your high school alma mater and ask them (or just the athletic department) to do a "**spare change**" drive for you, placing buckets at the team's sporting events or concession stand. Collect the change and start rolling!
16. Contact your **local high school's Student Council** or other "do-good" club and ask them if they would fundraise for you (holding their own event to profit your cause). Many high schoolers just need "a cause" and they are more than happy to throw a car wash or whatever (looks good on college apps!).
17. Contact your **local sorority/fraternity chapter** and tell them you are an alum, ask them if they would do one of their "charity events" for your cause. Or just ask them for help doing volunteer work for your own event (have them bake cookies to sell outside a grocery store, etc.).
18. **Work for a large company?** Send around a big manila envelope with your letter taped to the one side and a donor form on the other. Send the envelope in rotation and have people place the checks right in the envelope. Or, place a display in the lunch room (a little sign with your picture or an Honored Hero's picture and a note about what you are doing) next to a bucket for donations or a pile of donor slips.
19. **Local Bingo games:** It turns out local Bingo games are required to give some of their profits to charity. Why not yours? Make sure to help promote the night you get.
20. **Go door to door** in your neighborhood (better yet... go door to door in someone else's neighborhood... it's less embarrassing). No need to knock, just place a flyer with all your info on their door (not in/on the mailbox, that's illegal!).
21. **Host a tournament** (tennis/ bowling/ basketball 3 on 3): For bowling, you pay a flat fee for the night, you provide lanes and snacks. Charge per person or team, and set the round robin going. Give prizes for the winner or worst bowler.
22. Host a "**Mutt Strut**" in your neighborhood. For \$30, people bring their dog and go on an organized "walk" together. Host pet contest and offer prizes.
23. Ask your boss if you can host a "**Dress Down Friday**". Employees buy a button for \$5-\$25 and get to "dress down" on an assigned day. They can wear, "Ask me why I am wearing jeans for the Ski to Defeat ALS" to start client conversations and ask them to donate or join the team.
24. **Team Spirit Day:** Each employee pays \$5-\$25 to wear their favorite team t-shirt, sweatshirt.
25. **Hold a car wash:** Do this in your office parking lot with other co-workers and offer it at a premium price to the other companies in the building. You are saving them time!! Advertise beforehand and place Ski to Defeat ALS signs all over.
26. **Host a fundraising concert:** Ask the bar to donate back part of the proceeds.
27. **Have a bake sale or if you make something else well, sell that.**
28. Many people are now using "**friend sites**" such as Facebook, Twitter, and Google plus. Post a shortened version of your fundraising letter on your site with a link to your personal fundraising page. You will be surprised with the result!
29. **E-mail Signature:** Add your fundraising page link to your e-mail signatures both personal and work e-mail (ask the boss first if it is your business account).
30. **Make 10 copies of this list:** Send the copies to friends and family and ask them to choose one thing on the list to help you fundraise.