



FUNDRAISING IDEAS FROM A TO Z

- **Adult Spelling Bee** – Each participant should be sponsored and/or raise funds for their entry fee. Between rounds, share facts about Alzheimer's disease and the Alzheimer's Association®.
- **Auctions** – Ask for donations from local businesses and set up a live or silent auction. Auctions can be held at work or during a party. Be creative — auction off that VIP parking spot or ask team members to bring their favorite bottle of wine and auction them off.
- **Bake Sale** – Have members of your club or organization bring in individually priced baked goods to sell. Choose a time and location for your sale where you will be exposed to a large audience.
- **Bingo Night** – Everyone loves playing Bingo, and putting together a Bingo night is simple. You will need a room with lots of tables and a Bingo caller. You can download and print your own Bingo cards for free. Also make a plastic tumbler for hand painted ping-pong balls for selecting each number and you're good to go. Charge either a general admission fee or a fee per game, and give donated prizes to the winners.
- **Birthday Party** – Host a purple-themed birthday party and request donations to your Walk to End Alzheimer's team in lieu of gifts.
- **Board Game Night** – Host a board game night and have your team members lend board games. You can either have your guests pay a general participation fee or a fee per game. You can play rounds of games in a tournament style and have a playoff for the winners. Have simple prizes for your winners at the end of the night.
- **Book Sale** – Round up gently used books from your team members' personal collections as well as donations from local publishing houses, bookstores and libraries. Spread the word, set up a table in a highly trafficked location and sell the books. Include a thank-you bookmark with a photo of your team at last year's Walk and a link to your team's fundraising Web page.
- **Bowl-a-Thon** – A bowling fundraiser can be a really fun way to raise money for your team. Simply rent a group of lanes or the entire building from a bowling alley, and start soliciting teams. Before purchasing lanes, ask the bowling alley if they will donate some or all of the lanes to you. Charge an entry fee for participants and spectators. You can even set it up tournament style or have donated prizes awarded for most strikes, lowest score, or even most gutter balls!
- **CandyGrams** – A CandyGram is a candy bar or gift bag of candy with a note attached that you can sell to your fellow students. When students buy the CandyGrams, they write a note to the person they're buying it for, and the CandyGram is then delivered to that person during a designated time. It's a really fun way for people to give holiday gifts to their friends, and it can be a really easy way to fundraise for your team!

- **Carwash** – Pick a busy location for your carwash such as a gas station, fire station, shopping center, or even your own organization’s meeting center. Make sure your location has exterior water access and that you have permission to use the space and water. Make signs to promote the event, gather your team members and supplies, and then you’re ready to go!
- **Casual For A Cause** – Give professionals you know the option to dress casual for \$5. Let them wear a Casual for the Cause sticker to show support for the Alzheimer’s Association.
- **Change Jar** – Each team member takes a jar and the first person to fill it up with change gets a prize. Start off with small jars and increase the size each round. As the donation totals for the Association increase, so do the prize values.
- **Cook off** – Who makes the tastiest chili in your office? Who bakes the best cupcakes? Tasting judges are charged for each voting ballot. Whoever gets the most votes is crowned “Master Chef.”
- **Concessions at Local Events** – This can be a day of fun for your team while earning donations at the same time! Contact your local sports teams, especially at the high school and college level, and get on their list of concession stand volunteers. You typically have to sign up far in advance because this is a popular fundraiser. Bring your team members and assign everyone to different tasks such as grilling burgers, making soft pretzels, handing out drinks, and being cashiers. After the game, your team will receive a certain percentage of the day’s total.
- **Dating Game** – Get bachelors and bachelorettes involved with this one. The contestants are unseen and must pick their date based on the individual’s responses to questions put together by audience members. Charge admittance to this event.
- **Dance Competition** – Hold a dance competition to determine which classmate or officemate has the best moves. Incorporate surprise themes (disco, break dance, ballet, moonwalk, river dance, etc.) to keep things exciting. Charge an entry fee and reward the winner with a trophy or donated prize.
- **Envelope at a Restaurant** – Ask local restaurants to allow you to place donation envelopes at each table. Servers will collect funds after every sitting. Also ask if you can put up purple balloons, table tents and posters around the restaurant.
- **Errand Service** – Have your team spend a day running errands for a fee.
- **Face Painting** – Set up a booth at a park or in conjunction with another event.
- **Fashion Show** – Put a spin on the traditional fashion show by holding a pet fashion show, a Halloween costume show or an accessory show. Be creative, charge an admission fee and find a way to incorporate stories from those affected by Alzheimer’s disease.
- **Forget-Me-Nots** – Show support for the cause with Forget-Me-Not paper flowers. Sell them for \$1 and hang them in a designated area of your school or classroom or make a Walk to End Alzheimer’s poster board or place them happily on the wall to raise awareness of the disease and your involvement.
- **Fundraising Night at a Local Restaurant** – Call around to your local restaurants and ask them if they do fundraising days/nights for clubs or charities. Create fliers to hand out around your community or club to promote your event, and when someone makes a purchase on the night of your event, you’ll receive a percentage of the sale.

- **Game Night** – Host a party with a variety of board games. Charge a \$10 entry fee and sell snacks. Or hold a card tournament with a \$20 entry fee — half goes to the winner and half goes to your Walk team.
 - **Garage Sale** – Team members band together by donating items for one huge garage sale. Advertise the sale wherever you can and make sure everyone knows that all donations benefit the care, support and research efforts of the Alzheimer’s Association.
 - **Haunted House** – Decorate a house or school and charge admission. Set up a couple games and organize a hay ride for even more fall fundraising.
 - **Hot Dog Eating Contest** – Substitute any food you’d like and get it donated. Instead of an entry fee, have audience members place bets on who will win.
 - **Ice Cream Social** – Host an office get-together by selling packaged ice cream or access to a sundae bar. Don’t forget the purple sprinkles!
 - **Igloo Contest** – People pay an entry fee to participate in an igloo-building contest. The best one wins a prize. Igloos too difficult? How about a snowman competition?
 - **Jail-and-Bail** – Kidnap a boss, principal, owner of a restaurant and ship him or her off to “jail.” Those who are “locked up” can post their own bail by making a donation to the Association or they can solicit bail from friends, family, and employees.
 - **Jeans Day** – Have co-workers donate \$5 to wear jeans for the day. Spice it up by making it a Hat Day, Team Spirit Day, Purple Day, etc.
 - **Karaoke Night** – Hold this event at a popular neighborhood spot and charge an entrance fee or rent a karaoke machine and hold a tournament at your house or office. Voting is done with dollars!
 - **Kiss the Pig** – Put photos of select teachers or employees on individual jars. He or she who has the most money in their jar must kiss the animal (or a team mascot, dog, etc.)
 - **Live or Silent Auction** – Form a committee and ask them to solicit donations for auction items throughout their communities. Advertise the auction to members of your club and encourage them to invite family and friends to attend. Also spread the word about your event by hanging fliers around your meeting space, and by placing an ad in your local newspaper. Package your auction items and invite your participants to bid away!
 - **Lemonade Stand** – It’s classic and effective. Let the kids help out and make the lemonade with a twist by adding fresh fruit or serve as a slushy.
 - **Lunch with the CEO or Celebrity** – Auction off a special lunch with your company’s CEO or a local celebrity.
- Mail Campaign Party – Designate a meeting night with access to computers in a large meeting room and have everyone bring a list of people and/or local or corporate businesses to
- **Matching Gifts** – Many companies already have a matching gift program. Ask your company to match what you raise. This is an easy way to double your funds!
 - **Movie Night** – Host a movie night at a local park, civic center, school auditorium, library or team member’s house. Sell popcorn, homemade treats, drinks and candy.

- **New Year's Eve Party** – Ring in the new year with donations to your Walk to End Alzheimer's team! Make this party one not to miss with a unique theme, raffles and prizes.
- **Network** – Use Facebook, Twitter, Pinterest and any other social networking sites to let your friends and family across the country know about your Walk to End Alzheimer's fundraising efforts. Post your goal and periodic progress updates. Include links to your Walk personal page.
- **Office Olympics** – Hold events like typing competitions, swivel chair races, staple pull contests, a stress ball toss, a water cooler drinking game, etc. Ask all athletes to pay an entry fee.
- **Ornament Sale** – Create holiday ornaments with your team and sell them.
- **Pancake Breakfast** – This is a perfect event to host before work or a worship service. Pair coffee and juice with the pancakes and charge \$10 a plate.
- **Play-Off** – Choose your favorite sport and put departments, teams, students, teachers, etc. up against each other to compete. Invite the rest of the school or company to watch and cheer. Sell tickets or charge an admission at the door.
- **Purple Footprints** – Promote the walk in your school by selling Purple Footprints for \$1 and posting them on the wall or on the floor. These "Footprints" are a fun, visual tool to promote Walk at one of your club or organization events or meetings.
- **Questions-for-\$1** – Set up a jar and charge one dollar (or any donation) per question you answer. Ask your boss to set one in his or her office too!
- **Quiz Bowl** – Hold a trivia night at a local establishment. See if the restaurant will donate a gift card to the winner and a portion of the night's proceeds to your Walk to End Alzheimer's team.
- **Raffles** – Raffle off prizes or split the pot with the popular 50/50 option.
- **Rapping Contest** – Showcase talent or lack of talent for fun and charity!
- **Services** – Team members offer services for a fee and donate all proceeds. Ideas include salon treatments, photography, babysitting, golf lessons, landscaping and other odd jobs. These services could also be used as prizes for another fundraiser.
- **Spot the Baby Competition** – Have everyone bring in baby photos of themselves. Invite co-workers, friends or family to see who can correctly identify the most. Charge \$5 for each entry.
- **Theater Night** – Ask your local theater to put on a special performance in which a portion of the ticket (and possibly concession) sales is donated to your Walk team. Invite everyone you know and promote the event through social media.
- **Tug-of-War Tournament** – Hold a tug-of-war tournament to find out which department or class is the strongest. Teams pay an entry fee and are encouraged to create names and T-shirts. Hold a potluck afterward and set out donation canisters.
- **Ugly Sweater Contest** – Get a group involved and have the audience vote for the ugliest sweater using dollars (\$1 = one vote). Split the pot with the winner.

- **Unwanted Gifts Sale** – Get your co-workers, friends, and family to donate their unwanted Christmas gifts. Set up a bazaar and sell them off.
- **Vacation Day** – Ask your employer if the company can offer a paid vacation day as a prize for your fundraiser.
- **VIP Parking** – Raffle off that coveted parking spot for a week, month or even a year.
- **Video Game Tournament** – Have someone bring in a gaming system and set it up in your meeting space. Wii Bowling tournaments are popular, as are Guitar Hero or Rockband tournaments. Each participant pays to play in the tournament. A tournament bracket should be created and participants will move forward in the tournament as they win each round.
- **Weed** – Offer to weed gardens or pull dandelions from the lawns of friends and neighbors for a donation.
- **Wine-Tasting Party** – Secure wine, cheese and chocolate donations or pull from your team members' stashes! Invite all your friends to attend and charge admission.
- **X-mas Party** – Dedicate your annual holiday party to Walk to End Alzheimer's. Ask your family, friends, and co-workers for donations instead of presents. Honor people affected by the disease and their caregivers by lighting candles.
- **X Marks the Spot Treasure Hunt** – Following clues, teams pay a fee to compete against each other to discover the donated "hidden treasure."
- **Yacht Race** – Organize a paddle boat race, charge a competition fee and offer prizes for first, second and third places.
- **Yard Sale** – Advertise your sale in your school newsletter far in advance. Have each of your club or group members donate items for the sale. Have everyone come early the morning of the sale to help set up and price all of the items. Place signs around your community the morning of the sale. Be sure to let your buyers know that all proceeds will benefit Alzheimer's Association.
- **Yoga Lunch** – Get your co-workers to "ommmm" away work stress in a lunchtime yoga session. Find a yoga instructor who will donate half or all the proceeds back to your team. Afterward, provide healthy workout treats or water bottles labeled with information about your Walk team and fundraising goal. Not into yoga? How about Zumba?
- **Zany Day** – Get people to pay to dress in the craziest outfits they can come up with.
- **Zzzzzz** – Pay a fee to catch some extra Zs and go into work late one Friday.

Be sure to check your local laws before implementing fundraisers to ensure your event does not violate any state gambling laws.

Visit alz.org/walk and log into your Participant Center for more fundraising tips and tools.