



Fundraising Ideas From A-Z

Use the ideas below to increase your personal or team total for the WALK to End Hydrocephalus! Start now and remember: they can't say "yes" until you ask!

1. Make Your Own Contribution – Lead the way by making your donation first. (Hint: Your personal donation "sets the tone" for the donations others make. If your personal donation is \$25 or more, your donors are more likely to make similar contributions).

2. Ask – Ask 20 people for \$10 each!

- Doctors: Dentist, Chiropractor, Orthodontist, Dermatologist, etc.
- Neighbors.
- PTA/school organization friends.
- Religious schools/organizations you belong to.
- Sporting team you or your family members belong to.
- Coworkers, colleagues, clients- think of all the people you interact with at work.
- People who do work for you: Cleaning service, Lawn service, Pool service, Handyman, Electrician, Plumber, Auto Mechanic, etc.

3. Download our WALK to End Hydrocephalus APP – Available in Google Play or App Store. Share your personal link via text.

4. Ask Electronically – Utilize great tools from your WALK to End Hydrocephalus Participant Center. When you register to participate and/or create a team, your own personal WALK webpage is automatically created. Edit your personal page and team page to share your story --your "why" -- your family's reason for supporting HA. Your WALK webpage also has templates for emails making it easy to send a request to family and friends or write your own email. Your family and friends can donate to you using a credit card. It's as easy as that!

5. Ask Using a Letter Writing Campaign – Send a letter telling your family's personal story – how hydrocephalus has affected the lives of everyone in your family – and ask for support! Be very real about the challenges of living with hydrocephalus. Send your letter via postal mail or email, but send your letter to everyone you know. (Tip: With a mailed letter, enclose a self-addressed return envelope to make it easy for supporters to send you a check!) A complete guide to conducting a letter writing campaign – including sample letters – is available on HA's WALK Resources webpage.

6. Host a Fundraiser – at a local establishment or home business. Many businesses will host a 'give back' night where a percentage of proceeds are donated to a non profit. Examples include: Pampered Chef, Chipotle, Painting with a Twist, MOD Pizza, Buffalo Wild Wings, etc.

7. Bake Sale – An oldie but goodie! Give Mrs. Fields or Famous Amos a run for their money -- host a bake sale with you and your friends. Ask if you can hold it at work. Or you can even hold it in conjunction with your garage sale. (If you aren't a baker, ask local bakeries or retail food stores to donate products to sell!)

Fundraising Ideas From A-Z (Cont.)

8. **Bartender** – Ask your local bartender to donate a portion of one day's tips. You can create a sign for the bartender to place on the bar stating, "A portion of all tips collected tonight will go directly to the Hydrocephalus Association to cure hydrocephalus." If patrons see the sign, they may be willing to dig a little deeper!
9. **Birthday Gift Donation** – It will be a lot easier for your friends and family to write you a birthday check instead of spending hours trying to shop for you! And then you can donate the amount to your WALK to End Hydrocephalus total.
10. **Bowling Nights** – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling so you can collect the "fee" for HA programs and research. When's the last time you went bowling? It's a great night – and how many other opportunities do you have to wear someone else's shoes?
11. **Bunko Night** – At your company or corporation – or with friends
12. **Business Cards** – Print up some inexpensive business cards on your computer. Have all the pertinent information on the card including your name, the name of your WALK, your address and the URL and QR code for your WALK web page. Hand these out to everyone you meet!
13. **Post it on a Bulletin** – Place an advertisement in your church/synagogue bulletin/newsletter letting the congregation know what you're up to. Or better yet, invite them to raise money and join you at the WALK!
14. **Clubs and Organizations** – Send a solicitation letter to your local Knights of Columbus, Lions Club, Rotary Club, Kiwanis, etc. They support individuals in their communities.
15. **Company Grants** – Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, contact your local WALK Chair and ask how you can help plan and/or organize the event. Earn money for the cause for your volunteer service. You may need a letter from HA stating that you have volunteered – HA's national office will be happy to handle that for you!
16. **Cooking Lessons** – Do you have a reputation as a gifted amateur chef? Give 5 friends a cooking lesson at \$35 each – enjoy the outcome together with wine!
17. **Corporate Matching Gifts** – If your company doesn't already have a matching gift program (check with your HR Department) ask your company to match the amount of donations you receive from your fellow coworkers. Email Matchinggifts@hydroassoc.org for more information or to report a match you have submitted.

Check with everyone that donates – ask them if they work for a company that matches employee donations.
18. **Dress Down Day** – Ask your company or school to allow an official HA WALK Dress Down Day. For the privilege of dressing down, employees/students donate \$5 or \$10 toward your WALK total. Your company already dresses down? Try a "Hats On for Hydrocephalus" or something similar.
19. **Garage Sale** – Do you really need all that extra stuff taking up space in your garage, attic and/or basement? Gather it up and ask your friends to do the same. Then choose a day, put the stuff in the front yard and sell! All the money raised can go toward your fundraising goal!
20. **Good Karma Tipping Jar** – Ask local businesses to put a pledge jar near the register or on their front counter. Tape a picture of yourself to the jar (or your child if you have a child with hydrocephalus) and a short explanation of why you're raising money.
21. **Hair Salon** – Ask your barber or hairdresser to donate \$2 of every haircut they complete over the weekend.

Fundraising Ideas From A-Z (Cont.)

22. Lemonade Stand – Ask your kids to set up a lemonade stand over the weekend with the proceeds going to your WALK to End Hydrocephalus total.

23. Meet the Press – Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these...it's a perfect way to get the word out about hydrocephalus and the WALK!

24. Mow-a-Thon – Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if they can mow their lawn for a cash donation (\$25-50).

25. Neighbors – Write to all your neighbors on your block or in your building. Attach a letter stating what you're doing and ask them to make a donation. Or just stick a flier in their mailboxes explaining why you're raising money.

26. Neighborhood Chef – Are you a gifted amateur chef? Do people always rave about your duckling l'orange? Put a flyer in the neighbor's mailboxes – you'll prepare a gourmet dinner for 4 in exchange for a donation. Or tell neighbors you'll sell them "uncooked apple pies" for their freezer (with cooking instructions).

27. Neighborhood Chores – Are you a Mr. or Ms. Fix-It? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood or place in mailboxes advertising your services (i.e. watering gardens, cleaning roof gutters, fixing an easy plumbing problem, painting a room, hanging a flat screen TV, etc.)

28. Newspaper – Contact your local paper and get an article or a feature story – Make sure that you include information on how people can contribute. And have a photo ready to go!

29. Office Fundraising Challenge – Speak with everyone in your office and ask them to join a corporate WALK to End Hydrocephalus team. Put an article in the company newsletter. Challenge each other to raise the highest amount. Give the winner a prize like movie passes or a gift certificate to lunch or dinner.

30. Other Parents – If your kids play in the soccer leagues or on any other sports teams, distribute your donation forms to the other parents at the events.

31. Pet Birthday Party – People love their pets and they even love their friends' pets. Organize a pet birthday party – ask guests to bring donations instead of toys or treats.

32. Pet Sit – Are your neighbors going away and they don't want to leave their pet(s) at the kennel? Again, offer up your services and ask them to donate what they would have paid at the kennel to your WALK to End Hydrocephalus total.

33. Pizza Party – Ask your local pizzeria to donate pizzas and charge your coworkers \$2 a slice.

34. Poker Game – Call your card-playing friends and invite them over for poker night!. Every other pot goes to HA or a percentage of every pot!

35. Raffle – Everyone that contributes to your WALK fundraiser is entered into a raffle to win a special item such as a donated gift card, homemade goodies or baseball tickets.

36. Return Address Labels – Print return address labels for your outgoing mail. Print something like, "Support my hydrocephalus fundraiser and donate" Add the URL or QR code to your WALK to End Hydrocephalus website.

37. Rock On! – If you know any musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to the Hydrocephalus Association.

Fundraising Ideas From A-Z (Cont.)

38. Email Signature/Message – Add a short sentence at the bottom of your e-mail signature saying that you’re walking in the WALK to End Hydrocephalus and ask for a donation. Include a link to your personal or team WALK website.

39. Television Show Premiere or Finale Party – It would be fun to gather a big group of friends together to tune in to watch the premiere of a new series or the big season or series finale. Of course, charge them at the door and put the money toward your WALK to End Hydrocephalus total.

40. Tell Your Story – The more you talk about your participation in the WALK to End Hydrocephalus, the more people will share in that excitement.

41. Theme Party/Dinner – Hold a theme party for 10 or more of your friends. Have each guest donate \$50, spend no more than \$20 per person on food and you’ll have \$300 or more in contributions by the end of the night.

42. Wine and Cheese Party – Host a party at your home, collect donations after everyone has sampled the wine!

Many volunteers host local events and activities to raise money for HA. If you plan to use these fundraising methods, please remember the following: Local communities often have laws governing fundraising activities like raffles, garage sales, leafleting, and other promotional activities. Please check with your local government before fundraising money with these methods. If you plan to post flyers in a public space (grocery stores, malls, parking lots, etc.) please check with the Property Manager first, before posting your materials. Be sure to note that your fundraising activity is for the Hydrocephalus Association. If you are interested in using our official HA logo please contact us for branding and color guidelines.

Hydrocephalus Association

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