

Fundraising Tips for Parents

(updated 3-26-12)

There are numerous ways of fundraising that everyone should keep in mind when facing mounting medical bills, treatment plans, etc. Also, keep in mind that Euro-Peds has an extensive list of Foundations and organizations that provide grants (available online at www.europeds.org under “How To Apply>Program Costs>Financial Assistance”):

Fundraising Tips:

- ❑ While fundraising can seem daunting initially, you’ll find that things will fall into place naturally if you take on a project that is within your comfort zone and coincides with your interests. For example, if you have a hobby such as cooking, golfing, competitive running, sewing, or art, you can create a fundraiser around those interests.
- ❑ Take into consideration your circle of support and community, and trust that people are willing to help if you ask. If you have a large network of support or live in a larger community, events are easier to pull off successfully.
- ❑ Although events require more manpower & volunteers, events also have the advantage of being more exciting and visually-enticing to your local news outlets, gaining mass exposure for your fundraiser.
- ❑ If you are averse to events or know your social network is smaller, you may consider online or social network fundraising or using your church or synagogue to help.
- ❑ Advertise your fundraiser as much as possible whether it is flyers at the office, your local coffee shop, or an article in the newspaper. Have a target goal you want to reach and let people know your goal.
- ❑ Be specific about your cause. If you are comfortable it is more compelling to tell the “story” of your child’s needs using photos and short facts. Your flyer or advertising should be simple and to the point. People are happy to donate to a cause when they know exactly what their donations will be supporting.
- ❑ Make sure you are abiding by all necessary laws or ordinances for this fundraiser, especially if it is a public event using public spaces.

Fundraising Ideas

Note: many of these ideas can be combined into one fundraiser:

- ❑ **Garage Sale** (ask anyone and everyone to donate garage sale items. You can also sell lemonade, pop, hot dogs, etc., in addition to toys, furniture, clothing, tools, home accessories or collectibles you no longer want or need.)
- ❑ **Bottle and can drive** (distribute flyers to the neighborhood a few days before so people can prepare a bag and ask them to leave the bag on their porch on a specific day and time if they will be gone)
- ❑ **50/50 Raffle** (items will need to be of significant value)
- ❑ **Candy bar sale** (you can purchase bulk at Sam’s or Costco)
- ❑ **Ice cream social** - held in your neighborhood under a big tent. Advertise to your neighbors, friends and family with mailed invitations or flyers.
- ❑ **Money jars in local stores** with a photo and flyer explaining your cause

- ❑ **Dinner Event** (charge \$10 for a spaghetti dinner held at your church or synagogue, or even an outside tent in a park)
- ❑ **Pancake Breakfast**
- ❑ **Bake Sale**
- ❑ **Bingo night at local place**
- ❑ **Craft sale**
- ❑ **Calendar sale** (include pictures of your child)
- ❑ **Scrapbooking Party**
- ❑ **Walk-a-thon** - work with your local civic organizations like Kiwanis, Optimists, Rotary or Knights of Columbus to help with volunteers and to organize
- ❑ **Bowl-a-thon**
- ❑ **Wheelchair races** - hold it in a local park (with permission from the city) or in your neighborhood
- ❑ **Cookbook sale** (get recipes from your neighbors or church members, or from a civic organization you belong to)
- ❑ **Car washes**
- ❑ **Golf Outing** - ask your golf club to donate their course on the off-season and all fees to participate go towards the fundraiser.

ONLINE FUNDRAISING

Chipin Widget

www.chipin.com

A free application that can be downloaded to place a “button” on your child’s website or blog that enables people to easily make a donation to your fundraising efforts.

iGive.com

www.igive.com

Enables donors to shop online for a good cause. Website will donate a certain percentage of their purchases to your child’s cause.

Kiddie Pool Equipment Funding Program

1-900-371-2778

www.adaptivemall.com/kiddiepool1.html

An equipment funding program that works like an online fundraiser/registry. Allows families to make a list of their child’s equipment needs and then start and email campaign for donations towards equipment purchases.

Building Blocks for Kids

www.BB4K.org

7577 Central Parke Blvd. ~ Suite 111

Mason, OH 45040

Contact: Dynette Clark

(513) 770-2900 Phone

(513) 297-0605 Fax

www.twitter.com/BB4K

In addition to providing grants and resources to families with children who have unmet medical needs, BB4K also provides software that enables families to fundraise online with a simple and easy online donation tool.

Other Tips & Ideas:

- ❑ Check with stores like Dunkin' Donuts for day-old merchandise. They are unable to sell day-old bagels that you may be able to sell at the office or school for a small price.
- ❑ Contact local TV stations for free tickets, then hold a silent auction.
- ❑ Contact local reps for businesses like Mary Kay Cosmetics, Silpada Jewelry, Usborne Books, Avon or Pampered Chef who are willing to give you 20% of profits if you host a sale for them.
- ❑ Contact local private schools, Girl Scouts, and/or Boy Scouts who may be able to do a drive for you around the holidays.
- ❑ Local civic groups, e.g. Jr. Women's Club, Men's Clubs, Jaycees, Lions, Optimists, etc., can make donations or grants. Ask your local chapter for a grant application.
- ❑ Boston Market has a fundraising program; contact your local franchise.

Contact Numbers:

- ❑ Euro-Peds Treatment Scholarship Program for patients at Euro-Peds, Phone (248) 857-6776 or email to europeds@dhofm.com
- ❑ Doctors' Hospital of Michigan's Named Accounts Program, providing secure named accounts for holding donations in your child's name, (248) 857-6776, #3.
- ❑ Entertainment Publications - (www.entertainment.com)
Phone (973) 227-8250 (order by May of each year)
- ❑ Fuller Fund Raising - Phone (800) 633-5732 (2-year planning calendars, candy bars, lollipops)