The A-Z of Fundraising Ideas

Ask - you’ll never know if you don’t simply ask!
All day event - ask your local pub or local sports club if they can arrange a 24-hour sponsored event such as darts, squash or bridge.
Art – ask friends who are artists or photographers to donate their work, or approach local artists. Stage an exhibition and charge entrance fee and commission.
Auction – auction off original items, taking a percentage of sales.
Animal face painting - pick your favourite endangered animal to paint of your friends.

Be enthusiastic!
Barbecue - Host your own vegie BBQ and charge people per meal.
Bring a coin into work- have a gold coin day! Simply ask your colleagues to each bring a gold coin into work to donate.
Bingo – hold a one-off evening or regular morning session with family or friends.
Book sale – sell old books collected from every one you know. Second hand bookshops may buy left over stock.
Cake stall – hold a cake stand at work or your local markets. You could even bring your own cakes to you work and ask for a small donation for an afternoon treat.
Car boot sale – cash in your old belongings from the boot of your car!
Car wash – offer to wash your friends and families cars for a small donation.
Coffee morning – Host a morning coffee with a group of family, friends or colleagues. You could make them coffees yourself or ask them to add an extra small donation on top of their normal take away coffee.

Dance-off – grab your favourite tunes and hold a dance competition! Make a night og it with friends & family!
Disco- organise a disco or 70's night- with fancy dress!
DJ – ask any DJs you know to do the music for an event.
Dog walking – charge your neighbours and friends to walk their dogs and let them know it’ll be for a worthy cause.
Dress down day – go casual for a day! Organise a dress down day in your workplace.

Email - all your friends and get them involved.
Expert talks – ask people to donate their time and expertise.
Egg and Spoon race – nothing beats an old fashioned egg and spoon race.

Face painting – have a face paint day at work or school.
Fancy dress party – dress up, donate and win prizes
Film evening – recreate an evening of vintage cinema by showing classic films and musicals and charge an entrance fee.
Foreign Currency - Have everyone in the office bring in all their unwanted foreign currency that they don’t need any more and donate it.

Garden party – sell tickets or invite guest to make a donation.
Greeting cards – make and sell cards for every occasion.
Guess the number – put sweets or chocolate in a jar, get your friends, charge your family, friends or colleagues a small price to all have a go at guessing the amount.
Give up a vice- get people to sponsor you for giving up a vice such as smoking, drinking, sugar or chocolate!

Hair – get someone to sponsor you for dying your hair a crazy colour.

Involve everyone you know!
International food day – Australia is a multicultural country, so have everyone bring some food from their country or a country of choice. Charge $3 to sample a dish.

Join in - with an existing event in your community (e.g. a fun fair, school fete) and run a stall or activity.

Jewellery making – buy your won beads and sell at a craft market or fete.

Jungle themed party – show your support and dress up as tigers, elephants or orangatangs and have a fun dress up party to support our wildlife!

Karaoke night – Pull out some classic tunes and make a karaoke night!

Left-handed day – try doing everything with your left hand for the day.

Lunch money- ask your colleagues to bring in sandwiches for their lunch and donate the money saved.

Make the most of your talents – everyone has a talent! You can make necklaces, sculptures or cook food to sell.

Marathon – get sponsored to run in a local fun run or marathon.

Massage – charge friends and family.

Music concert

News Years Eve party – Host a party for the big night!

Night In - stay in on Saturday night and donate the money you save. Involve your friends and make it a fun night in!

Persueade - your boss to hold a fundraising day for team building purposes.

Quiz night – get your local pub to help and run your own quiz or trivia night.

Raffles – everyone loves a good raffle, gather some prizes and sell tickets!

Silence – get sponsored to keep quiet for a day.

Shocking tie/sock day – ask friends or colleagues to find your ugliest socks donate.

Swim-a-thon – get sponsored or hold a swim-a-thon day.

Treasure hunt – set up a fun treasure hunt and get everyone at your workplace or home involved.

Theme days- jazz up the winter months and hold a themed event.

Trivia night – make teams and hold a fun filled night of trivia!

Tug o War or three legged race competition.

Unwanted gifts – get friends to donate items and have a boot sale.

Variety Show - round up your talented friends and put on a show.

Wacky - ideas are the best

Wine & cheese party – grab your best friends and host a wine & cheese afternoon!

Win - a day off work! Ask your boss to raffle or auction a day off work!

Wishing Well
Examples of Fundraising Activities by Previous Fundraisers

- Hosted a ladies brunch/lunch at my house and asked my friends to bring a high-value item of clothing they no longer want as a donation. I sold all the clothes on eBay for over $50 apiece. Bondi, Paddington or Kirribilli markets are also a great place to sell second hand clothes.

- Hosted a party called ‘Jungle Fever’ and charged my friends $40 entry which gave them 1 free drink and 1 entry to a raffle. The function room was donated, the food was donated, the 1st free drink for everyone was donated and the raffle prizes were donated (all by sponsors), plus a friend of mine offer to DJ the night free of charge. I made furry wrist bands that were sold on the night for $5 each and sold multiple raffle tickets at 10 for $20. All up I made over $4000 in donations on one night and the party only cost me $400.

- I reached out to my old boss who is an eye surgeon/doctor/ophthalmologist. He said if I could find a suitable candidate for eye correction surgery (laser vision correction) then he would perform the procedure for free but the candidate would pay Greenpeace for the service. I sent him 10 candidates from my office and one of them agreed to the procedure. This resulted in a $5000 donation to Greenpeace.

- Sold my wedding dress for $1200.

- Raided my parent’s garage/storage room and found lots of old furniture I was able to restore and sell on eBay.

- Donation matching; the company I work for agreed to match dollar for dollar (to a maximum of $1000) any amount that I personally contributed to the cause.

- I found a (wealthy) friend who bet me $1000 I wouldn’t dye my hair bright orange. I did dye my hair BRIGHT ORANGE for 2 months. The flow on PR effect of this was when everyone I ran into said ‘what have you done to your hair?!’ I was able to tell them about the cause I was raising money for and they too donated to support me.

- Here’s another idea; boys can host a poker night where each player pays $150 to play and brings a six pack of beer. The host only has to provide pizzas and the tables and the cards. If you have over 20 players that’s a kitty of $3000. The winner takes home $1000 but the rest goes to Greenpeace.
It is vitally important that you put together an event plan. This document will continually change as you get closer to the event, but no matter how small the event is, it will help guide you to the goals that you want to achieve. A simple guide with advice and questions to ask is detailed below.

Planning

How to plan your event!

1. State your goals.
   a. Be specific.
   b. Outline a theme or focus.
   c. Outline why people would want to participate and what benefits there are for them.
   d. Set a fundraising target.
   e. Set a participant target. Estimate how many people you hope to have participate based on realistic parameters.
   f. Make a timeline outlining planning activities and specific targets along the way. (i.e. amount of rsvp’s by a certain date)
   g. State how you’ll measure the results and any administrative processes that need to be followed

Venue

It is important to lock in a venue and date first. It makes it a lot easier to promote if this is set in stone. Be wise in choosing a venue as it can determine whether people are likely to actually come.

- Is there a venue close to your target participants?
- Is it easy to get to?
- Is there parking?
- Will they donate the room for free? (Or in exchange for something i.e. certain amount of drinks bought at bar).
- Will they donate anything else for free? (i.e. welcome drink)
- Does the space fit your requirements for activities?
- Does the venue fit with the event theme or focus?
- Does the venue have the adequate AV facilities if needed?
- Does the venue have adequate facilities in general? (E.g. if there are a lot of stairs and your target audience is an older crowd for trivia – you may have some complaints).

Promotion

Promotion is vitally important. People will get behind your event or cause simply because other people are behind it or know about it. Creating a buzz makes people curious. Choose channels of promotion that most appeal to those you want to participate and do what you can to occupy that space with your message and invite.

Invite

- Clearly state a look.
- Clearly state a call to action.
- Clearly state the date, time, venue, and benefits people have by coming.
- Can you create the invite in digital format to forward to your friends and others via
Can you have the invite hosted somewhere (i.e. your personal blog) and link to it via social media (i.e. Facebook, Twitter).

- Make a list of RSVP’s. Keep it somewhere safe. Update it accurately.
- Send out a reminder. Always send a reminder to those who have rsvp’d in some way. The best time to do so would be a week before, and again a day before.

**Advertising**

- Will the venue advertise the event for you? (i.e. newsletter, website, point of purchase)
- Will your local paper or radio pick up the story and advertise for you?
- Is there capacity to create your own flyers, posters, or other collateral?
- Can you promote it on social media? (i.e. Facebook, Twitter).
- Word of mouth:
  - Have you spoken about it to your friends and family and asked them to spread the word?
  - Have you created a place that conversations can take place about the event? (i.e. Facebook group or event, Blog page).

**Fundraising Activities**

This is the core of what you are trying to achieve. Be creative with how you appeal to the people you want to participate and ensure that their needs for fulfillment are met. Have activities that appeal to all segments of your target participants. E.g. a game that requires a lot of physical skill may apply to the younger generation of your target participants (like a three-legged sack race or pass the football through the target), but something like a trivia quiz may be useful for the older generation.

- Have you organized activities for the event? Are they fundraising focused? Will the participants enjoy them? Do they have a theme correlating to the event focus? Is there a benefit for the participants?
- Do you have all the equipment needed for any activities?
- Do your fundraising activities comply with Greenpeace guidelines?
- Do you fundraising activities comply with your state’s gaming authority?

**Results and Documentation**

- Are you documenting the event? Taking video? Pictures?
  - If taking video or pictures that you want to use again – make sure to get approval from those in them before use in the future or at the event.
- Include all the final results in your event plan for future reference. Include a ‘wash up document’ that notes any mistakes that were made or things that you can learn from for next time.

**Have Fun!**

Most importantly have fun planning and running your event! Your hard work will be appreciated and is all going to a great cause. Remember to contact the team at Greenpeace if you require any help or have any questions on how to fundraise for us.