

Fundraising for Kids and Youth From A to Z!

These fundraisers are intended in the spirit of Relay - Please use them to take your Relay and team to new fundraising heights, and most of all, to make it fun, while making sure you are following fundraising guidelines! As with anything... we ask that you always keep it in mind that proper planning, communication, and understanding your audience can make sure that your activities are well received by others... Please read the fundraising watchouts right below and keep these things in mind as you plan your fundraising activities! Thanks!

FUNDRAISER WATCHOUTS - With any fundraiser, you always have to be careful to do it in such a way that you do not violate fundraising guidelines (event, ACS division, or your state), it is not negative publicity and/or does not offend anyone. These fundraisers, while very effective and popular, can sometimes be misunderstood by members of the community. Or, certain fundraisers are not truly consistent with non-profit guidelines. There are some steps you can take to make sure that fundraisers do not end up as a negative thing in people's minds or for your event and/or the American Cancer Society:

1. **Pre-approve your Fundraiser and Follow Fundraising guidelines** - The American Cancer Society is a non-profit - make sure that you are following fundraising guidelines - the best way to do this is to work with your local staff and committee to ensure that you are in compliance and that they understand and support what you are doing. **THIS IS A BIG DEAL!** Please make sure that you continue to support the American Cancer Society by doing this.
2. **Communicate what is happening** - With any fundraiser, especially one that might be more public, communicate via flyers, a newspaper ad, thru your local government, thru local businesses etc. that it is happening. This will make sure that people are not surprised.
3. **Know your audience** - There are certain people that will not love a purple toilet in their yard, no matter how much you explain it. Target your fundraiser to people who will appreciate it and even be honored to be included. For example - with the toilet fundraiser - My impression of communities where it works best is that it is more of an honor to get "toileted" than a surprise. Those who are "toileted" know it might be coming, and are excited that a friend/co-worker/etc. sent it their way as a way to raise money. They make a donation to have it sent to someone else with pride.
4. **Finally - NEVER VIOLATE THE SPIRIT OF RELAY** - No matter what, there is one thing that you can come back to - are you violating the Spirit of Relay? Relay For Life is intended to find a cure - we hurt someone, damage property, disrespect others, etc. for Relay... If you are doing something in the right spirit, it probably makes it less likely that there will be a problem

B

- **Babysitting for community events** - This serves two purposes - raises money and does a service for parents who want to participate in PTA, bazaars, or other school event.
- **Bowl-a-thons** - "We had to do a fundraiser for my stepdaughter's group at church and we tried a bowlathon. It appeals to pre-teens as well as teens, and they even managed to involve adults. The initial group of six teens involved some twenty people and raised about \$1,200. " (Bowlers go out and get pledges for each pin they knock down.) (thanks to Lisa)
- **Bake Sale:** Hold a bake sale at school, church or other places in the community. Ask for donations to be wrapped attractively so they could be given as gifts. Encourage breakfast items such as rolls and breads, as well as sweets such as bars and cookies.

C

- **Car washes** - many fast food places like Taco Bell or Pizza Hut will let them use their parking lots. This is a great way for youth to raise money (High schools, Jr. high, etc...) Make sure there is adult supervision.

- **Children's Relay** - Hold a Children's Relay at your event that includes children's teams, special awards for kids (at your closing ceremony or at the end of an abbreviated time - say 7-11pm on the first night), etc.
- **Carnival For Relay at Norcross High School - Submitted by Kirsten Mixter, Volunteer, Gwinnett County, Georgia Relay, Southeast Division** - "I am a teacher at Norcross High School and several of us decided to get the entire school behind our fundraising this year. We held several small events, but our large activity occurred April 26th. Our student body was allowed to pay \$2 each to buy their way out of the last period of the day to attend a carnival. Different teams and clubs from our school all ran booths such as grilling hotdogs and hamburgers, basketball games, karaoke, teacher dunk tank, teacher pie throw, obstacle courses and so much more. We had more than 25 different booths. We worked with our community to raise sponsorship money, get donations of food and equipment, as well as parent volunteers. Out of our 2,500 students we sold 2,000 tickets and I think the other 500 must have been absent that day because I don't think there was a single person left in the building. At the end of the event we had raised \$7,500 to begin our Relay For Life fundraising. The faculty completely supported the idea and even bought tickets for some of their students who were not going to attend. It took a great deal of coordination and energy, but I really think it was worthwhile. Including the carnival and all our other events our school raised over \$20,000. We are extremely proud of our community outpouring. Norcross HS was the top fundraising school in Gwinnett with more than \$40,000 raised."

E

- **Earn Dollars for a Prize:** Raise a minimum of \$100 to get name in drawing for giveaway. Make sure giveaway item is donated from local store... Have this event specific for the Children's Relay.

F

- **Fish For Sale (Auction) - Submitted by Audrey Royster, Income Development Specialist Heartland Division** - This is how one little girl, Amelia Patterson, age 12, raised over \$4,000 for Relay For Life in New Madrid County in Missouri. She wanted to be on a team so her mother said she needed to raise \$100. She loves animals and has a hobby of chatting with fish breeders on the Internet asking them questions etc. She had 3 small fish (I'm not sure what kind) but the kind you buy at Wal-Mart and she put a picture of these baby fish on an Internet site called Aquabid.com and named them after 3 children she knew that had cancer and asked for generous bids. They hoped to maybe get \$20. These groups of breeders were touched by what this little girl was doing and began their own auctions of their fish with proceeds to go to Amelia for the American Cancer Society. It all mushroomed with spontaneous generosity. Amelia has \$3,500 cash now and will likely receive the rest over the next two weeks. I think her 3 fish sold for over \$200!
- **Fishing for a Cure:** Set up a booth that looks like a pond with poles, etc. with prizes floating in it and charge \$1.00 to fish for a prize.
- **Flying Pig Project:** Place a piggy bank on someone's porch (when they're not looking) and to make the pig fly away, they will need to give the pig a donation.
- **Friends and Family:** Dedicate your personal effort to someone who has won a battle with cancer or to someone who is battling cancer or to someone who has lost the battle or all three, include that in a letter along with a self-addressed, stamped envelope and consider mailing it to:

friends, family, your doctor, dentist, hairdresser, barber, church members, service club members, Christmas or Hanukkah card list, personal phone director, etc.

G

- **Garage Sales:** Not just your stuff, ask friends, & neighbors to donate items to your garage sale or hold a Team Garage Sale and have all team members bring items.
- **"Give Cancer The Boot"** - "I wanted to pass on something that worked for a publicity/education/and team recruitment for us last year. We did a "Give Cancer the Boot" Relay Week at a local grade school. We had different educational activities each day, the kids did quarters for a cure (film canisters), they learned a line dance to "Cancer Bootin' Boogie), decorated luminaria bags, learned about sun safety, and a survivor talked to 6-8 students about tobacco and anti smoking. The kids raised \$700.00 and their luminaria bags spelled out HOPE at our relay. It was a big success." - (Thanks to the Bureau County Relay For Life and Mary Ann Hocking!)

H

- **Human Jukebox - Submitted by Joni Koehn, Ph.D., Special Events Manager, Southwest Division** - For a fundraiser for the Chandler Relay, the Bogle Jr. High team created a "human juke box" outside one of the grocery stores (I think it was Safeway, but am not absolutely sure). People made a donation, chose a tune and Bethany sang from inside the box!

K

- **"Kick-a-Thon" - St Charles High School East and North Drill Teams, Fox Valley Region, Illinois - Submitted by Wilma Drummer, Illinois Division** - We would like to commend St. Charles High School East and North drill teams for their outstanding effort in raising funds for the 2002 Relay For Life of Kane County. This year marked the 8th annual Kick-a-thon held at a Friday evening football game at St. Charles East or St. Charles North High Schools. The drill teams invited local business people, city officials, school officials, etc., to participate in the Kick-a-thon by raising a minimum of \$100 in pledges to have the honor of kicking with the drill teams during half time at the football game. The drill team performs 100 high kicks while the school band plays. The community kicking partners are lined up behind the drill team. After the drill team has completed their 100 kicks the community kickers step forward to do their 100 kicks. It is now considered an honor to be asked to participate and the community kickers eagerly await their invitation to kick again the next year. The 2002 Drill Team Kick-a-thon boasted of more than 200 community kickers and raised \$10,000 for the Relay For Life of Kane County. The drill team coaches and parent sponsors are well organized and invitations along with pledge sheets and a donor collection envelope are mailed to the community kickers. A program is printed to distribute at the pre-game tailgate party and each community kicker is given a ribbon to wear while kicking. In 2002 participants were also given a cap with "St. Charles High School Drill Teams Kick Cancer" printed on it. The 2003 Kick-a-thon is already planned for September 27 this year and a new fundraiser has been added to the event. The drill team and cheerleaders will be selling ribbons with "I'm kicking in honor (memory) of _____" imprinted on them this year. The ribbons will be sold in the school cafeteria the week before the Kick-a-thon and also sold at the pre-game tailgate party for the community kickers. They also plan to have a booth at the football game to sell the ribbons to the spectators. Any ribbons not sold at this time will be brought to the Relay as an on-site fundraiser for their team. The goal for 2003 is to raise \$15,000 for their Relay team
- **Kid's Relay** - - See Kids_DGIs.doc in Darn Good Ideas on acsrelay.org
- **Kiss A Pig Contest:** Ask the popular person in your school to do something fun if your team raises a certain amount of money. Be creative, for example shave a beard or a head, dress up like a pig, kiss a pig, dunking booth pie in the face and many more.

M

- **Miss Relay Pageant - Submitted by Yolanda Davis, Southeast Division - Lanier County (Lakeland, GA)** held their first ever Miss Relay For Life pageant. This pageant has 38 contestants ranging from tiny Miss to Miss! Each contestant is responsible for getting at least \$100 in sponsorship money and competed for the chance to be the Relay Ambassador in the county and promote Relay For Life throughout the year. The Miss contestants were judged on eveningwear, sports wear, and on stage interview. The interviews were judged according to each girl's knowledge of the American Cancer Society and Relay For Life. Once the top three girls were announced, there was an informal on-stage interview with the girls when they can openly talk about their commitment to ACS and RFL and what they plan to do with the "year of service." The pageant was held one week prior to the event giving RFL publicity and allowing the committee to invite the community to RFL. The unique part of this pageant is that regardless of the winner, each contestant will be at the Relay as a part of the pageant girl's team, the "Tropical Beauties" who will also be spearheading the survivor reception and recognition ceremony! Not only is this an EXCELLENT team fund-raiser, but it is an outstanding way to incorporate cancer control and youth at Relay For Life! The end result was \$5000 raised for the Lanier County Relay For Life

P

- **Power of Purple - Submitted by JoNell Peterson, Director of Income Development, Ohio Division -** The elementary classes in a school in **Brecksville (Cuyahoga)** are planning a walk at school. The teacher of the class that raises the most money for Relay has agreed to dye his or her hair PURPLE... oh, the power of purple!
- **Pennies from Heaven - Submitted by Tammy Colby, volunteer, Pittsfield Relay For Life, New England Division -** Pennies From Heaven at The Pittsfield Elementary School was a huge success. We had 19 classes from Kindergarten to 6th grade that participated. Did you know that 1 milk jug full of pennies weighs 35 pounds? And did you know that 30 pounds of pennies is equal to \$50.00. P.E.S collected over 420 pounds of pennies. That was a total of \$695.99 to help find a cure for cancer. This is a great way to start off the Pittsfield Relay For Life. Mrs. Grainger's first grade class was the class that collected the most pennies with 52 pounds. We will celebrate with them with an ice cream party. We will be taking pictures and have them present us with a giant check. Mrs. Grainger and some of her students will also be at the Relay to present the check to us again. What a great community we have here in Pittsfield. We hope that our 69,600 pennies will help find a cure for cancer.
- **Penny Drive:** Set up containers all over town.
- **Penny Wars:** Set up a challenge for each class to try and collect the most points (pennies). Points are given for pennies and negative points for other coins. Classes could sabotage other floors by placing other coins (not pennies) in their jars. The floor with the most positive points (pennies) wins a pizza party at the expense of the other classes. All the money in the jars is donated to the Relay.

Q

- **Quarters for a Cure - Submitted by Marisa R. Mir, Assistant Income Director, Houston Metro, Texas Division -** The South East Harris County Relay, which was held this past weekend in Pasadena, TX. This year we will net over \$82,000, we had 107 survivors, 11 underwriters and 32 teams, doubling in all numbers. From the very beginning, Rhonda Chapmon, our Relay chairman, and her committee set out to turn the event around. That is exactly what they did! We implemented the "**Quarters for a Cure**" program in the schools. In nutshell, the

"Quarters for a Cure" program consists of collecting empty film canisters and distributing them out to the students. They, in turn, collect \$7 worth of quarters in these canisters and turn them in at registration. The students took the challenge to heart and raised almost \$4,000! One student alone raised over \$1700 in quarters. Talk about dedication!

R

- **(Teenage) Republican Team - Middleburg, FL Successful Fundraising Effort - Submitted by Kelly Mahaffy, Florida Division** - Congratulations to the Teenage Republicans Team for receiving a Relay For Life Impact Award. This team had a very unique fundraiser that raised a little more than \$1,000 in their first year for the Middleburg Relay For Life in Middleburg, Florida. As their fundraiser, this team hosted a dinner with Kathryn Harris, Secretary of State. This dinner was held at a local country club. The group, all high school students, sold tickets across the entire county for \$30 each. Team captain and high school senior Brian Graham secured Ms. Harris as the guest of honor. All monies raised from the dinner benefited Relay For Life in Middleburg. Their team raised a total of \$1,400 as a result of the dinner.