



Top 10 | Fundraising Ideas

Fundraising to the \$1,000 level can be challenging, but it can also be fun (sounds cliché, but its true)! We want to make sure you have everything you need to succeed in your fundraising efforts, and have fun doing it. We've put together a list of popular fundraising ideas to help you reach your goal.

1. Matching Gifts

Check to see if your company does a Corporate Match or has an Internal Giving Program. Lots of companies have these and all you have to do is ask. It's a great way to get others to support you too, knowing their contribution will be doubled!

The Nitty Gritty: there might be timing requirements for these applications, so make sure to ask early so you have enough time for the match/donation to come through for event day!

2. Fantasy Pool

Get your office, friends or family into the competitive spirit by hosting a sports (i.e. Hockey), Oscars, or reality TV pool. Pick your type of pool (fantasy, draft, ballot), set your cost for participation, and deadline for entry. Don't forget the trash talk!

The Nitty Gritty: Do a google search for free fantasy sites or create your own tracker with a grid of categories/choices. Be sure to establish rules, source prizes for the winner. Keep all participants updated on the official standings throughout the competition, and announce the winner.

3. Games Night

Get your friends and family together for a fun night of trivia or games. Host at a local restaurant or at home, and charge teams to participate. Local restaurants/bars might help you promote the event, and/or offer a percentage of bar sales. You could also collect prizes for raffle or silent auction.

The Nitty Gritty: If you plan to host it at a restaurant or bar, ask them early. Don't forget the bingo cards, game boards or trivia questions, and set the rules out at the beginning to avoid issues later on!





4. Heart Healthy Bake Sale

Recruit some friends to help with baking (try some [heart-healthy snack recipes](#)) and sell for donations at your workplace. Don't forget to let your colleagues know the date. Double it: try opening the bake sale twice, once in the morning and again in the afternoon to maximize your snackers!

The Nitty Gritty: Ask for bakers at least two weeks ahead and send a reminder as the day approaches. Have a jar for donations so people are less likely to ask for change.

5. Lunch Money

Ask colleagues to 'brown bag' it (bring in their own lunch) on a specific day and donate what they would have normally spent on lunch. If it is well received, make this a weekly or monthly occurrence!

The Nitty Gritty: Promote the fundraiser through office channels (email, intranet, newsletter, word of mouth). Post a sign-up sheet for employees. Ensure your contact information is visible so they can provide you with their donation.

6. Olympics / Survivor Challenge

Split friends up into teams and charge a participation fee. Come up with at least three activities or challenges that incorporate physical activity, are safe and can be performed by the majority of the participants.

The Nitty Gritty: Choose an uneven number of challenges so a definite winner can be determined. At the completion of each challenge, the group that finishes first will be rewarded a flag. The team with the most flags wins. Award the winning team a prize to increase interest and participation.

7. Scavenger Hunt

Remember how fun these were when we were kids? You can create a simple hunt, like find these regular items on the list (i.e.: a red leaf, lipstick, pen, selfie) or plant items ahead of time and give clues along the way. People pay to play and/or pay for the items they could not find!





The Nitty Gritty: Decide how your hunt will work and get help with the prep. Be sure to set a time limit on play and have prizes for the winners.

8. Nickel Wars

This fundraiser focuses on collecting spare change – every nickel counts! It can be executed at home, or at the office. You can supply one jar for workplace to donate spare change as one collective group, or have multiple jars in key areas (i.e.: different departments) and make it a competition (i.e.: the team with the lowest total has to do a dare).

The Nitty Gritty: If executing this in your workplace, pick a high traffic area and a busy time of day (i.e.: noon in the lunchroom), and set a defined duration to give employees a sense of urgency to give. If executing at home, place the jar next to your keys as a daily reminder for everyone to contribute to the jar by emptying pockets when you get home.

9. Car Wash

Pick a weekend and recruit friends/family as “washers”. Ask the local fire department to use their parking lot and/or firetrucks so you have access to water, and they might even help you with manpower! Get balloons, music and cheerleaders to help promote the event to passersby.

The Nitty Gritty: Decide if you’ll have a fixed price or any-size-donation for cars, and make sure you have enough people to help so you don’t get bogged down. Have one person responsible for collecting the cash and don’t forget the soap!

10. Yard Sale

Collect items from your house, and ask your friends and family to donate books, CDs, DVDs, furniture, anything they no longer need! Host a good old-fashioned yard sale in your neighborhood, or list the items online and arrange payment/delivery. If you have brand new or high-value items, you can opt for an online auction to maximize your profit.

The Nitty Gritty: Price the items at a discount based on original value and wear-and-tear. Watch out: online auction sites usually allow you to post items for free, but might take a percentage if you use their online payment method (PayPal).





The last word: However you fundraise, don't forget to say thanks!

Show us the money!

You've hosted your fundraiser and now you've got cash and coins. You have two ways to get your money onto your Hockey Heroes Weekend fundraising page:

- 1. Online:** Login to your account at www.hockeyheroesweekend.com. Once on your personal fundraising page, click 'Donate Now'. Use your credit card to add the lump sum amount to your fundraising page by making a Self-Donation.
- 2. Mail:** Complete a pledge form, and mail to us the cheque or credit card information. We will add the funds to your team total! Don't send cash through the mail.
- 3. In Person:** Complete a pledge form, and bring it to us. The amount will be added to your team's fundraising total.

Thank you

At the Heart and Stroke Foundation, we appreciate the time and effort you spend organizing and executing these fundraising ideas. Your fundraising efforts directly support longer, fuller lives for Canadians. Please remember that we are always happy to answer your questions.

