

The ABCs of Fundraising

There are lots of creative ways for you, your team, and school to raise money in support of the American Cancer Society's Coaches vs. Cancer program. In fact, we've got ideas for every letter of the alphabet to help you reach your goals.

A

- **Auctions of all kinds:** Hold silent or live auctions to raise money. Some creative ideas you might consider are auctioning off a prime parking space, desserts, homemade dinners, local artwork, gift certificates, etc. Use a sponsorship letter to request donations and have the players do the asking!
- **Alumni:** Host an alumni tournament the afternoon or weekend before your event. Request donations as an entry fee to play and to watch the games!

B

- **Bake Sales:** Hold a bake sale during the event or during lunch the week leading up to the event.
- **Book Sale:** Dust off those bookshelves and hold a used book sale in the gym.

C

- **Change jars:** Keep change jars in local businesses and restaurants. Or host a change war at school the week leading up to the event. Be sure to ask your American Cancer Society staff person for Coaches vs. Cancer buckets to use.
- **Challenge the coach:** Get a coach to agree that if every team member raises their minimum fundraising amount, he or she will do something embarrassing, like dress up like a pig at a major event, shave his head, get a pie in the face, etc.

- **Collect Pledges:** Using pledge envelopes available from your American Cancer Society to have each player collect donation from family, friends, neighbors and businesses. Collect pledges per basket, touchdown, miles run and one event or throughout the season.
- **Candy bar sales:** Sell candy bars at school or ask a local business to let you set up a display box. You can even ask businesses to donate the candy bars.
- **Car Wash:** Instead of charging a price per car, consider saying "donations accepted."

D

- **Dinner:** Hold a themed dinner. Get the location, food and entertainment donated and charge a fee for tickets that will benefit your efforts.
- **Dog walkers:** Walk neighborhood dogs for a donation.

E

- **Email:** Use email to reach out to those who have left the school community-Alumni! Reach out to them and invite them to attend the event and donate.
- **Errand service:** Run errands for neighbors and friends in exchange for a donation. This can be done on a Saturday morning and be offered to the whole community and have your players to a good deed!

F

- **Facebook Fanatic:** Use Facebook and other social networking sites to get the word out. Join the Coaches vs. Cancer facebook page for your state. Send out messages and use your status to spread the word about your event.

G

- **Garage Sales:** Clean out the garage, attic and basement and hold a team garage sale.
- **Gift wrapping:** During the holidays, set up at the local mall or in a particular store and wrap gifts for donations.

H

- **Halftime Activities:** Host fun games during half-time, like paper air-plane toss, dance off, kick-a-thon, half-court shot, or any fun and creative games you and the team can come up with! Have people make a dollar donation for their chance to win a prize!

I

- **Ice Cream Social:** Everyone loves ice cream! Get all the fixings for sundaes and sell as an extra at concessions.

J

- **Jump Shot Contest:** At halftime, see who can make the longest jump-shot. People make a dollar donation to play.

K

- **Kiss the pig:** Select a few teachers or even the principal. Have students vote for who they would like to see kiss the pig by placing their money in a jar for the teacher. The individual, who has raised the most, gets to kiss the pig!

L

- **Lunch with the Principal:** Auction off lunch with the Principal or a well-known school figure. This can be an incentive for top fundraisers as well.

M

- **Miracle Minute:** Pass the bucket or helmet around the crowd during halftime or before the game- see how much you can raise in this minute!

N

- **Name beads:** Make personalized bracelets, key chains, etc for a donation. Put fun sayings on them or your school name or mascot.

O

- **Odd jobs:** Have players charge a fee to do odd jobs for neighbors, family members, and friends.

P

- **Pancake breakfast:** Host a pancake breakfast to help with fundraising.
- **Percentage of Sales:** Ask local businesses to designate a percentage of one day's sales or proceeds to the American Cancer Society and let the public know so they will buy more.
- **Photo Contest:** Ask players to bring a baby or childhood photo of them that they believe no one can identify. Ask for a donation to make a guess. Give winners a donated prize.

Q

- **Quilt raffle:** Is there a quilting group in the community or an individual who quilts? Ask them to donate a special quilt for the night and raffle it off.

R

- **Raffle:** Use the sponsorship letter to request donated items from local businesses and get a basket together to raffle off, or do a 50/50 Raffle. (Check state raffle regulations.)

S

- **Shave your head:** Have someone agree to have his or her head shaved once a certain amount of money is raised.
- **Soup Supper:** Host a soup meal prior to the game to raise funds. Have the student council or other school groups take on this part of the event.
- **Say it with a Card:** Create home-made birthday cards which would tie in nicely with the American Cancer Society "Official Sponsor of Birthdays" campaign. Gather supplies, create the cards, then package them up for purchase. Offer various designs and sell packages of 4 cards for \$5.

T

- **Talk it up:** Spread the word about the American Cancer Society and the great work that is being done to save lives. Use school and game announcements to get the word out and encourage people to support your cause.
- **T-shirt Sales:** Use the Coaches vs. Cancer logo to design a t-shirt and sell shirts to raise donations.
- **Text to Give:** Text COACH to 20222 (\$5 will be added to your bill)

U

- **Uniforms:** Get special uniforms for your event. You may reach out to local businesses for sponsorship of these jerseys or auction them off at the event to cover costs.

V

- **Video Sale:** Collect used DVDs and have a sale!

W

- **Wall of Hope:** Use paper cut-outs, available from your American Cancer Society to post in the gym or around school. For a donation, students, teachers, and fans can sign in honor or memory of friends and loved ones who have battled cancer. Start offering these before your event and see how many you have the night of!

X

- **Xtra Xtra, Read All About It:** Use the Coaches vs. Cancer press release to get the event information out to the local news. Use our poster template to get posters up at school and around town. Do any local businesses have message boards outside their businesses? Ask them to put up an announcement about the game the day of the event.
- **Xtreme Hair:** Offer spray painting, hair extensions or even haircuts for donations at your event. Ask a local salon or hair stylist to volunteer.

Y

- **Youth Players:** Get the younger players in your community together for a camp, tournament or even have them play an exhibition game during your half-time- this will get more people at your event and encourage the younger players to get involved in the fight against cancer!

Z

- **Zzzz:** Get some rest after all your great fundraising efforts and game!