



## 100+ Fundraising Ideas

### ONLINE:

1. **EMAIL:** Send an email asking for support from *everyone* in your address book! Make sure to include your personal fundraising page link. If you need guidance, use our free email template found on your fundraising page!
2. **EMAIL SIGNATURE:** Customize your email signature to add your fundraising page link.
3. **ONLINE HEADQUARTERS:** One of the great features of our website is you can personalize your fundraising pages, also known as your dashboard, where you can upload a photo of yourself or your team, write a little bit about your mission and reason for participating and create a fundraising goal. From this site you can send an email to everyone on your contact list and invite them to visit your fundraising page. You can also track donations received electronically and account for those you received by mail or in-hand.
4. **BLOG:** Set up a blog talking about your connection to Pet Partners. Often your family and friends have heard some of your story, but many probably don't know much. If you are open to talking about your mission connection, share it on your blog and on your fundraising page to raise funds.
5. **FUNDRAISING WITH FACEBOOK:** Put your personal fundraising link in your status update. People really rally around a tangible goal so try a message like "I am \$150 away from \$500. If 30 of my 200 friends each donate \$5, I'll reach my goal!" For extra pep, share with a link, video, or cute pet photo! Or create a "Help Me Support the Human-Animal Bond" event and invite all your friends. Include your fundraising link and ask for donations.
6. **WEB-BASED AUCTION:** Get friends and family to donate things for you to sell on an internet auction site. Make sure to let bidders know that the item's selling price is going towards your fundraising for Pet Partners.

## PARTIES:

7. **HOUSE PARTY:** Have your friends over for a fundraising party.
8. **HOUSEWARMING PARTY:** Are you moving anytime soon? If so, ask your friends to make a donation instead of purchasing a gift for your new place.
9. **THEME PARTY:** Hold a theme party for 10 (or more) of your friends. Donation: \$25 per person. Spend no more than \$5 per person on the food and you'll have \$200 (or more) by the end of the night.
10. **TV SHOW FINALE PARTY:** It's fun to gather a big group of friends and tune into a big season or series finale. Of course, charge them at the door, and put the money toward Pet Partners.
11. **MOVIE PARTY:** Choose a great movie, make some popcorn, pick up some soda and invite your friends and family over for movie night. Make sure you have plenty of donation or pledge forms available!
12. **PIZZA PARTY:** Order or make your own pizzas!
13. **BOARD GAME PARTY:** Get out those board games and start playing! Break into teams and let the fun begin. Place bets on winners and collect money for Pet Partners!
14. **CASINO PARTY:** Call your serious (or not so serious) card-playing friends and invite them over for poker night. Donate the money to your fundraising.
15. **HAPPY HOUR PARTY:** Invite all your friends (and their friends!) and charge them a \$10 cover. Encourage them to tip their bartenders, too!
16. **WINE & CHEESE PARTY:** Have your own or host a party at a local restaurant and ask the owner to donate the wine and cheese.
17. **PAMPERED CHEF PARTY:** Host a Pampered Chef party or something similar to raise money. Around the country, Bon Appetit!
18. **PET BIRTHDAY PARTY:** Have a fun birthday party for your pet or a friend's pet. Serve dog biscuits and ask everyone to wear ears! Charge at the door. Take photos of your guests with the guest of honor.
19. **TEA PARTY:** Host a traditional high tea or ask a local hotel to do so on your behalf. Charge at the door.

## RESTAURANTS:

20. **SERVER TIP DONATION:** Ask your local servers to donate a portion of one day's tips to your cause.
21. **BARTENDER TIP DONATION:** Same as the servers. Ask bartenders to donate tips from one night. You can create a sign for the bartender to place on the bar stating that "All tips collected tonight will go directly to Pet Partners." If the patrons see that sign, they may be willing to dig a little deeper in their pockets!
22. **MONEY JAR:** Ask your local restaurants to place a money jar at the front of the restaurant. Check with the restaurant manager. They may be willing to place the jar in a high traffic area so lots of patrons can see it.
23. **RESTAURANT NIGHT:** Many chain restaurants will let you hold an event there and they will give a percentage of the proceeds from the night to your cause. Or ask your favorite local restaurant you frequent to host the dinner/food and you bring the donation or pledge forms!

## SPORTS & FITNESS:

24. **SPORTS TOURNAMENT:** If you enjoy competition, sports, and fun, organize a tournament in your area. If you have a basketball hoop or large yard, it can even be at your own home! Have friends organize teams and pay an entry fee to donate to Pet Partners. It's a great way to get exercise, help an organization, and spend time with friends!
25. **BOWLING:** Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and/or shoe rental and you can collect that money and turn it into fundraising dollars.
26. **DONATION FOR DAYS:** Ask people to donate an amount per mile of your 5K (3.1 miles). Instead of a \$25 donation, encourage them to make three \$20 donations! Remember they can pay over the course of three months. Reminding your donors of the option to donate over time is a great way to increase the size of donations.
27. **GYM:** Ask your gym to make a donation jar for the front desk! Leave a stack of donation forms at the counter as well!
28. **FITNESS CLASS:** Have a stack of brochures with you when you go to your weekly Zumba or aerobics class and ask your instructor to make an announcement about Pet Partners.

29. **ZUMBA:** Ask your local gym if they will host a Zumba class for you with all proceeds going toward your fundraising. Charge \$20 per attendee.
30. **PUSH UPS FOR PETS:** Have a local gym host the event. For every \$ raised, trainers and instructors must do one push up. Include a bootcamp on this day and charge a fee for the bootcamp.
31. **SNEAKER COMPANIES:** Contact a few of the major sneaker companies (Nike, New Balance, Reebok, etc.). Tell them why you're supporting Pet Partners and ask them if they would like to sponsor you for the entire amount! You may even get some cool gear.

## **SALES:**

32. **GARAGE SALE:** Know all that stuff that's been hanging out in your garage, attic, or basement? Gather it up and ask your friends to do the same. Put it in your front yard and sell, sell, sell! Put all the money you make toward your fundraising!
33. **BAKE SALE:** Whip up some delicious baked goods and hold a bake sale, just like you did when you were younger! You can even have it in conjunction with your garage sale.
34. **EBAY AUCTION:** Remember the garage sale idea? How about rounding up the goods from your friends and putting it all in ebay.com to be auctioned off?
35. **USED BOOK SALE:** Everyone has books that have been sitting on shelves or in boxes collecting dust. Ask your friends, family, and neighbors to donate whatever they've got and set up a little weekend book sale in your front yard. Put up some signs so people will know where the money is going. Once they know that, they may even give you more money!
36. **DOOR-TO-DOOR:** You may not have any Girl Scout cookies to sell but see what else you can come up with! Candy is a good idea since you can buy it cheap in bulk from your local wholesale store.
37. **RAFFLE:** Create an incentive for people to donate money by holding a raffle for fun giveaways. Give each donor a chance to win for every \$25 they donate. See what you can get donated or make yourself for the raffle! Some suggestions are movie tickets, restaurant vouchers, an extra pair of season tickets, a weekend at your vacation home, dinner cooked by you, gift baskets, or gift certificates.

## ENTERTAINMENT:

38. **SET THE STAKES HIGH:** What are you willing to do if you reach your goal? Dye your hair purple? Perform a heartfelt rendition of “Don’t Stop Believing” in public? If you promise something interesting, people will pay to see it!
39. **KARAOKE NIGHT:** This is a fun one! Who cares if you can't carry a tune? Spend a Friday night at a Karaoke bar and sing your heart out! Have the announcer tell the crowd that you're singing for donations!
40. **TALENT NIGHT:** Do you have a little piano bar in your neighborhood and a talented piano playing friend? Ask the owner to let you bring some friends in one night for a cocktail and piano night. Charge anyone who attends and let them know that it's a fundraising event for Pet Partners.
41. **BENEFIT CONCERT:** If you know any musicians or other performers, ask them to hold a benefit concert. Tell people that their admission ticket is a check made out to Pet Partners.
42. **TRIVIA NIGHT:** Hold your fundraiser at a local church, gymnasium, or restaurant.
43. **ACTORS:** Ask your thespian-oriented friends to improvise for a “play party.” Invite all your friends, serve hors d’oeuvres and charge at the door.
44. **HAVE A LOCAL THEATRE DONATE TICKETS TO A PERFORMANCE:** Ask a local theater to donate a pair of tickets to one of their plays or musicals, then auction them off.

## KIDS:

45. **FAMILY FASHION SHOW:** With a bit of organization, you can have your own fashion show! Have the children on your team be models! Clothing distributors and stores can pay a fee to have their clothes worn by the kids and attendees pay an admission fee.
46. **MOW-A-THON:** Get your kids involved in this weekend activity. Check ahead of time with all your neighbors and ask them if you can mow their lawn for \$50.
47. **STUDENT FUNDRAISING:** If you’re a teacher, get your students to help you fundraise. It will be a great learning experience, and kids are also incredibly creative and cute!

48. **DRESS DOWN DAY:** Does your child attend a school with a dress code? Have your kids ask the principal to allow an official Pet Partners Dress Down Day. Students pay \$5 each to be able to dress down for one day.
49. **OTHER PARENTS:** If your kids play on soccer leagues or any other sports teams, distribute brochures to the other parents at the event.

## OFFICE & WORK:

50. **OFFICE FUNDRAISING CHALLENGE:** Speak with everyone in your office and challenge each other to raise the highest amount. Give the "winner" a prize like some movie passes or a gift certificate to dinner?
51. **DRESS DOWN DAY:** Ask your company to allow an official Pet Partners Dress Down Day. For the privilege of dressing down, employees pledge \$10 or \$20 toward Pet Partners.
52. **STICK IT TO THE BOSS!** Ask the boss to allow the employees to 'Stick It To Them' by selling Pet Partners stickers for \$2 each and allowing the employees to stick the sticker on the boss.
53. **MEET THE PRESS:** Does your company distribute a newsletter? Does your company have interoffice email? Take advantage of these! It's a perfect way to get the word out.
54. **COMPANY VACATION DAYS:** Ask your boss or human resources director if they can swap one of your vacation days for a day's pay that you can put toward Pet Partners.
55. **COMPUTER SCREEN SAVERS:** Create a Pet Partners screensaver and send it to everyone in your company! A gentle reminder is a good reminder!
56. **VOICEMAIL:** Change your voicemail and answering machine messages to announce the fact that you are participating in the event. "Will you sponsor me?"
57. **LABELS/BUSINESS CARDS:** Create (or order) return address labels and/or business cards that state, "I'm supporting Pet Partners, will you sponsor me?"
58. **BUSINESS CARDS:** Print some inexpensive business cards (you can even do it on your own computer). Have all the pertinent Pet Partners information on the card and include your name, the name of the event and your address. Hand these out to everyone you meet!

## ARTS & CRAFTS:

59. **ART AUCTION:** Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you could auction off.
60. **CRAFT FAIR:** See if you can find enough friends who craft to have them each make items to sell at a fair!
61. **DECORATED LETTERS & ENVELOPES:** These can be very eye-catching and will stand out among your friends' bills and junk mail.
62. **BE CRAFTY:** Create bookmarks or other easy crafts to sell to people you know.

## FRIENDLY CHORES:

63. **BABY SIT:** Offer up your and/or your teenager's services and let your friends have a nice, quiet night out of the house!
64. **PET SIT:** Are your neighbors going away and they don't want to leave their pet at the boarding facility? Charge them what they would have had to pay at the facility!
65. **DOG WALKING FOR DONATIONS:** Send out a flyer to your neighborhood offering your dog walking services or dog sit while the owners are out of town.
66. **HOUSE SIT:** Friends going out of town for a while? Maybe they need a warm body to stay in their place in their absence?
67. **NEIGHBORHOOD CHORES:** Are you a Mr. or Ms. Fix-it? A lot of your neighbors would probably rather pay you than someone else. Place signs around your neighborhood or put flyers in mailboxes advertising your services (i.e., watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)
68. **ERRAND RUNNING:** Offer to be your friends and coworkers personal assistant for a day (or maybe for just a few hours) in exchange for a large donation. Maybe \$250 or more!
69. **MASSAGES:** For every contribution of \$100 offer a massage to the donor.

## COINS & CHANGE:

70. **LOOSE CHANGE BOX:** Decorate little boxes or jars for your friends and family and have them place it on their dresser. At the end of the day, they can drop their spare change in the box.
71. **PERSONAL LOOSE CHANGE BOX:** Create your own loose change box. Keep a box or jar near your door and every day put all your extra coins in it. It adds up! Or put it on your desk at work instead and see if others will join you.
72. **FOUNTAIN COINS:** Go to your local mall or shopping center and ask what they do with the coins in the fountain.

## LOCAL SUPPORT:

73. **LOCAL BUSINESS:** Ask your doctor, dentist, therapist, veterinarian, or mechanic to make a check out to you instead of the other way around!
74. **TRAVEL AGENCY:** Do you always make your travel plans through the same agency? Ask them to donate a travel voucher. You can auction it off at one of your parties.
75. **HAIR SALON:** Ask your barber or hairdresser to donate \$2 of every haircut they complete over one weekend.
76. **FAVORITE MAGAZINE:** Call the editor of your favorite magazine and ask them to sponsor you. If you've subscribed to a particular magazine for a long time, they may be willing to give something back to you.
77. **FREE RENT:** Ask your landlord to donate one week or month's rent.
78. **MOVIE THEATER:** Ask your local movie theater to donate several movie tickets. Sell them and put the money toward your pledges.
79. **LOCAL THEATER:** Ask a local theater to donate a couple tickets to one of their plays or musicals and auction them off.
80. **TIPPING JAR:** Ask local businesses to put a jar near the register or on their front counter. Tape a picture of yourself or your pet on the jar and write a short explanation of why you're raising money.



81. **GARDEN AND HOMES TOUR:** Check with a local historical society to see if they would sponsor a garden tour of one or several homes in your area. Promote the event in local newspapers.
82. **LOCAL STORES:** Ask a local store manager what the hot selling item is these days and then ask them if they'd be willing to donate a percentage of the sales from that particular item to you.
83. **LOCAL RESTAURANT:** Ask local restaurants to donate coupons or vouchers that you can raffle, auction, or use as incentives.
84. **CLUBS AND ORGANIZATIONS:** Send a solicitation letter to your local Lions Club, Rotary Club, Kiwanis Club, etc. They support individuals in their communities.
85. **LOCAL POLITICIANS:** Write to your local politicians. You've supported them, so ask if they will support you.

## **AWARENESS:**

86. **SAY IT WITH COLOR:** Color your hair pink, teal, or yellow for donations. Become a human conversation starter and see how much attention you can draw to your dedication to the cause.
87. **LOCAL NEWSPAPER:** See if your local newspaper will feature you and your cause in an article. Make sure that you put in information about how people can contribute and have a photo ready to go.
88. **RADIO STATION:** Call your favorite radio station and ask them to make an announcement on the air. They may even interview you. Donations can be sent directly to you.
89. **CHURCH BULLETIN:** Place an advertisement in your church bulletin or newsletter letting the church community know what you're up to!
90. **VOICEMAIL:** Change your voicemail message to alert everyone who calls you that you're up to something special! Let them know that you need their support.
91. **RETURN ADDRESS LABELS:** Print return address labels for your outgoing mail. Print something like, "I'm raising money for the human-animal bond. Will you please donate to this wonderful cause?"
92. **SIGNING YOUR CORRESPONDENCE:** Get in the habit of signing your note cards and letters with your name AND "Pet Partners Supporter." You'll be surprised at how many people will ask you what that means.

93. **LETTER WRITING:** Write a letter to all your family and friends explaining why you're supporting Pet Partners and ask them to donate.
94. **NEIGHBOR LETTER WRITING:** Write to all your neighbors and attach a letter stating why you're supporting Pet Partners and ask them to make a donation. Deliver the letters personally.
95. **TRIBUTE DONATIONS:** Encourage your donors to make their donations "in honor of," "in support of," or "in memory of" someone they know who has been impacted by therapy animals. This is a great way to let them feel connected with your experience.
96. **SHARE YOUR STORY:** Tell your story and share about why Pet Partners is important to you. The more you talk about the hard work you're doing, the more people will share in that excitement and want to donate.
97. **FORGET-ME-KNOTS:** Tie a ribbon on your potential donors' fingers and ask them not to remove it until they have donated. This is a great way to put the "yeah, I promise I'll donate" into action.
98. **BUTTON:** Make a Save the Date button and wear it around town. Ask for a \$5 or a 50 cent donation from everyone that asks you about your button or about the event.

## **SPONSORSHIP:**

99. **CORPORATE MATCHING GIFT:** Ask your company to match the amount of pledges you receive from your fellow co-workers.
100. **YOUR FRIEND'S MATCHING GIFT:** Ask a friend to see if they can investigate getting their company to match pledges.
101. **CORPORATE SPONSORSHIP:** Identify one or several large companies and contact them directly. They may be willing to sponsor you completely.
102. **CORPORATE SPONSOR SHIRT:** Identify one corporate sponsor that you can ask for a large donation. Offer to wear their shirt for advertising while training and during the event.
103. **COMPANY GRANTS:** Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time with Pet Partners and receive grant money for the work.
104. **BENEFICIARIES:** Get to know them well. You'll be asked where the money is going, and it will be very impressive to a potential donor if you're able to speak eloquently about it.

## COLLEGE:

105. **UNIVERSITIES AND COLLEGES:** Contact your local colleges and ask if you can put an advertisement in their school newsletter asking for donations. Some of the organizations may even invite you to make a short presentation.
106. **FRATERNITIES AND SORORITIES:** Contact the national chapter of your college fraternity or sorority and ask them to make a donation.
107. **ALUMNI ORGANIZATIONS:** Call your own college or university and ask them to place an ad in the alumni newsletter asking for donations.

## OTHER:

108. **BIRTHDAY GIFT PLEDGE:** Ask for only donations as gifts. This is a very simple way to raise money and it'll be a lot easier for your friends and family to write you a check instead of spending hours shopping for you.
109. **SWEAR JAR:** Come on, everyone does it. Now they'll have to pay for it. Place a swear jar in your office and whenever someone slips up, they have to place a dollar and in the jar.
110. **SHOP @ WALMART'S SUNSHINE FUND:** Some Walmart stores have a Sunshine Fund to support individuals in the community.
111. **TRY FUNDRAISING COMPANIES:** Purchase flower bulbs and sell them to friends and family so you receive a portion of the profits. Or try selling candy (you see basketball teams doing this all the time), wrapping paper, candles, jewelry, nuts and calendars. Companies offer these fundraising packs year-round.
112. **INCENTIVES:** Swap a pet sticker or other small item for a donation. Anything as small as this can be a fun incentive!
113. **NATIONAL HOLIDAYS:** Don't forget about Memorial Day, Fourth of July, Labor Day weekend and all of those picnics. Bring your donation forms and a donation jar – ask everyone in attendance.
114. **CONTRIBUTE FIRST:** Lead the way by making your own donation.
115. **EXPAND YOUR TEAM:** The more people who join your team and fundraise, the more money you raise! Recruit new friends and family to join you. Also be sure that everyone on your team registers online.

116. **REMINDERS:** In case you didn't receive an answer the first time you asked, ask again! Your potential donor may need a little coaxing.
117. **UPDATES:** Send updates on your fundraising. Maybe your family or friends will even pass it on to others!
118. **RANDOM STRANGER:** Ask someone you don't know for money – you never know what could happen!

## **THINGS TO REMEMBER**

- **GIVE THANKS:** You can never thank your donors enough. Write a thank you note and specifically mention how much they gave. This will translate into repeat donors. Donors also love a picture of your team at the event to make them feel part of what you have accomplished.
- **LEARN WHAT TO ASK:** Take a good look at who you're asking for donations and make sure you ask for the right amount. Don't ask for \$100 if you know they can pledge \$1,000. Sometimes you will be surprised by how generous someone can be when you leave it up to them to give at an amount that's meaningful to them.
- **DON'T GET DISCOURAGED:** Keep asking, no matter how many times you get turned down. No isn't no, it is just not right now.
- **START NOW:** The earlier you begin fundraising, the better off you'll be. You'll be able to go way beyond what you could ever expect.
- **ASK, ASK, ASK:** Ask as many times as you can. Do not be afraid to ask again!

**For more tips, ideas and questions contact Erin Maennle at  
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