



A Guide to Fundraising Success for Adults & Kids

1. Set your goal.

2. Make a list of people that can assist you in meeting your goal- engage your entire fundraising team, friends, and family!

3. Pick an idea(s) to help you meet your goal:

- ♥ **Lemonade Stand:** Hold a lemonade stand in your neighborhood or in a high-traffic area. Don't set a price on the glass of lemonade. Tell your story on why you are fundraising and ask the customer how much the glass of lemonade is worth.
- ♥ **Silent Auctions:** Collect items from local businesses like gift cards, experiences, tickets, golf course rounds, massages, hotels and other like items. Create silent auction sheets with item name and description, item \$\$ Value, a blank space for bidder name and starting bid. Make sure to follow up with a thank-you note to each winning bidder.
- ♥ **Neighborhood Door-To-Door:** Parents please accompany your kids during this fundraising activity. Kids, tell your story and hand the person a donation form that they can drop off with you after it is all filled out.
- ♥ **Social Media:** Use Facebook, Twitter, Instagram and Snapchat to your advantage in your fundraising efforts (with parental approval). Check out these examples:
 - Ask people to LIKE a post/picture/video. If it reaches the goal you set forth, then 'X' local business that you help promote will donate 'X' dollars to my fundraising efforts.
 - Ask people to RT a message on Twitter. Get local media personalities involved to help others gain access to your fundraising page.
 - Take a picture holding a sign telling everyone what your fundraising goal is and who the money will help.
 - Challenge your friends with a video or picture to help your fundraising efforts or participate themselves. Engage them first with your story and a hashtag.
- ♥ **Blog:** Start a blog, telling your story and why you are raising money for the Superhero Heart Run. If you engage with any of these fundraising ideas or other fundraising ideas that you create on your own, tell everyone about them. The more people that know about your efforts and your goal, the more people you will get to help you out. Share your blogs on social media to friends, family and local media personalities.
- ♥ **School Newsletters and Newspapers:** Talk to the editor of your school newsletter or newspaper. Ask them to feature your story or fundraising goal in the next issue.
- ♥ **Email:** Use email to help meet your fundraising goal by reaching out to ALL of your family members, friends, teammates, choir or band mates, teachers, co-workers, community leaders or business owners. You can send emails from your active.com account and link to your fundraising website.



- ♥ **Media:** Include the media in your fundraising efforts. Check out local media websites for contact information. Post on their social media pages or contact local media hosts and personalities with your story.
- ♥ **Garage Sale:** Hold a neighborhood garage sale with all proceeds going to your fundraising goal. Get neighbors and family to donate items to help make your garage sale the biggest garage sale of the year. Get the word out on social media, newspaper and TV.
- ♥ **Bake Sale:** Kids! If you are experienced in the kitchen or love to bake, how about organizing a bake sale in your school or at a local community event? Bag up cookies, bars and other great tasty items. Package them in sandwich bags. Again, don't set a price on each bag. Tell your story and ask them how much a bag is worth to them.
- ♥ **Art and Craft Sale:** Do you love drawing, painting, or crafting? Produce your great works of art and hold an Art and Craft Sale. Setup in your school, community center, local art museum, local coffee shop or salon and sell your art! Don't set a price, tell your story and see how much each artwork piece is worth to your customer.
- ♥ **Silly Bands (Heart Hero or Siblings):** Do you love making Silly Bands? Make unique one-of-a-kind Silly Bands to sell to help meet your fundraising goals. *TIP:* Red White & Blue are the colors for Congenital Heart Defect Awareness.
- ♥ **Backyard Barbeque:** Ask a local meat market or grocery store to donate items for a backyard barbeque fundraiser. Charge admission to your backyard event with all proceeds going to help meet your fundraising goals.
- ♥ **Percentage of Sales Days/Nights:** Contact a local business to setup a night where a percentage of the sales from that night or day will go to your fundraising goals. Many businesses already have these "Give Back" programs in place to help you. All you need to do is ASK. Think ice cream shops, family restaurants, coffee shops, local businesses, etc.
- ♥ **Car Wash:** Ask a local bank, fast food restaurant, or strip mall to do a car wash in their parking lot. Pick a good weather day and get your friends and family to help out by bringing the supplies with them. Create signs and stand on the corner ushering dirty cars into your car wash. Don't set a price, tell the your story and have them pay what they think the wash is worth to them. *TIP:* Do a car wash where they have been done before. They may be able to assist you more in your efforts. They may even match your efforts. All you have to do is ask.
- ♥ **Buttons or Pins:** Create and sell a button or pin for your All-Star. Example: I Heart My All-Star. Ask a local art or party store to help you with this project.
- ♥ **Dodge Ball Game:** Is Dodge Ball your favorite activity in Gym Class? Make it a fundraising activity after school or on the weekend. Contact your teacher or school principal to organize a Dodge Ball fundraiser. Every participant pays \$10 to play. Make it fun! Create a theme or make everyone wear crazy costumes to participate. All proceeds would go to helping you meet your fundraising goals.
- ♥ **School PTAs:** Ask your school PTA director if you can tell your story in front of a PTA Meeting. Print out pledge sheets to pass out to the meeting attendees to get some donations to help you meet your goal!
- ♥ **Banned Word Jar:** Create a banned word jar in your house. If someone in your house



says the banned word of the week, they have to donate \$\$ into the jar. This is a simple and easy way to help you reach your fundraising goal. *TIP:* Your family members can pay more to remove a word from the banned word list to help you generate more!

- ♥ **Touch-a-Truck:** Contact your local fire department or trucking company. Hold an event where adults and kids of all ages can come to check out the big trucks for a donation.
- ♥ **Garden:** Do you like to garden? Create a garden where each brick around the garden is sponsored by a family member, friend or local business with a donation. Tell your story why you are fundraising and have them give you a donation for each brick. Write their name with chalk or inscribe each brick. Grow the brick border bigger every year.
- ♥ **Reading Marathon:** Read books for 24 hours straight! Document your experience on social media and have fun! Get family and friends to donate \$20 for every book you can read in 24 hours. All proceeds you receive will go to helping you meet your fundraising goal.
- ♥ **Video Game/Board Game/Puzzle Marathon:** Maybe it's a rainy day. Plan to do something inside to help you meet your goals. Play video games, board games or puzzles for 24 hours straight! Get your family and friends to donate \$1, \$5, \$10 or \$20 for every hour you participate in this activity. Go for it!
- ♥ **Movie Marathon:** Pick a bad weather day and have a movie marathon with friends and family. Ask donors to donate \$1, \$5, \$10, or \$20 for every hour you watch movies. Try to make it for 24 hours!
- ♥ **Bowl-a-Thon:** Many local bowling alleys will host bowling events to raise money for charity. Check with your local bowling alley to see if you could do a bowl-a-thon. Charge admission with proceeds going to help meet your fundraising goal.
- ♥ **Local Sports Teams:** Many local sports teams have programs where they give back by selling game tickets or programs before games. A portion of the proceeds from every sale goes to your fundraising goal. Contact your local professional sports team community department with your story and your fundraising goals. All you have to do is ask!
- ♥ **Brainstorm!** Is there a special skill, talent, or interest that you have that could help you fundraise? If you do, create a fundraising activity around it. For example, are you good at juggling? You could have donors donate \$20 for every hour that you participate in the activity. Invite your friends and family to help spread the word and help make it happen!
- ♥ **T-Shirt Booster Campaign:** Visit www.booster.com and design and sell a shirt specific to your team. Booster will donate a percentage of the proceeds back to Heart Heroes.
- ♥ **Cookie Dough:** Sell cookie dough from a local cookie bakery. Most cookie bakery offer a fundraising program if you sell their cookie dough.

4. Track the progress to your goal. You can do this online with your active.com account or hang a poster on your wall or fridge that tracks the progress to your fundraising goal and make it a fun family activity.

5. Write THANK-YOU NOTES! Thank everyone that was a part of your fundraising success.