

Easy Fundraising Ideas!

There are many types of fundraisers. Some requiring little planning and some may require more, but whichever type you choose it will be a rewarding experience once the benefits are reaped. Below is a sampling of what's out there. To find more ideas and vendors **google “fundraising for nonprofits”** and see what ideas come up. So, get creative....the money is out there....don't let a lack of funds stop you from reaching your goals!

Categories include:

- ♥ **Category 1—SOCT Fundraisers**
- ♥ **Category 2—Provide a Service**
- ♥ **Category 3—Restaurant Nights**
- ♥ **Category 4—Events**
- ♥ **Category 5—Sales (products)**
- ♥ **Category 6—Collections**

Category 1—SOCT Fundraisers:

Penguin Plunge: Many local programs have taken advantage of collaborative fundraising opportunities through the Penguin Plunges. For more information on how to recruit a Penguin Plunge team that allows your Local Program to receive a 50% revenue split please visit <http://www.soct.org/ways-give/penguin-plunge> or contact Jeffrey Veneziano at (203) 230-1201 ext. 270 or jeffreyv@soct.org.

Category 2—Provide a Service:

1. **Car Wash:** Have a group of athletes and parents volunteer to wash cars at a local drive-thru restaurant or auto related shop, i.e., Town-Fair Tire, Firestone, Pepboys, AutoZone, for \$5 or a donation. Make signs to hang around town and post on your Local Program's Facebook page.
2. **Holiday Gift Wrapping at Barnes & Noble:** Provide holiday gift wrapping of items purchased at Barnes & Noble. They will provide a table, wrapping paper, tape, scissors and signage. This fundraiser can also be combined with a Bookfair night (**Website: www.barnesandnobleinc.com/our_company/sponsorship/sponsorship_local/donations_local.html**)

3. **Document Shredding:** Provides local support from shredding at sporting events, to schools and office parks, their trucks are recognized in many communities throughout the country. **(Website: www.proshred.com) Contact information: ProShred Security, 801 N. Main St. Ext., Wallingford, CT, Phone: (203) 303-8500**
4. **Clothes by the Pound:** Set up a "Clothing Drive" in which families donate their used, unwanted clothes, household items, toys and bikes. You can have your drive run for as long as you think necessary for your organization. Company will design a full-color, customized flier that has important details for you to use in advertising your Drive, donations will be dropped off at a Drop-off Site that is specified in the flier. Then, they will come at the end of the Drive with their truck and collect the items. Based on the total weight of the collected items, they will send a check to your program. **(Website: www.goodthrift.com) Contact information: E-mail: info@goodthrift.com; Phone: Toll-free: 877-666-3909**
5. **Shoe drive fundraiser / Cash for shoes Fundraising:** An easy fundraising idea that raises money for your organization, without having to spend a penny or buy useless products that people don't actually need. It's simple, people drop off their unwanted, used shoes in plastic bags, your team just pairs the shoes and counts them. We accept all sizes, all styles of donated shoes. **(Website: www.goodthrift.com) Contact information: E-mail: info@goodthrift.com; Phone: Toll-free: 877-666-3909**
6. **Recycling Program:** An easy fundraising solution for nonprofit groups. Your group collects empty printer cartridges from your community and gets Business Supporters to recycle their items on your behalf, and that's it. No selling, no minimums, and no obligations. Work with your local library, town/city offices, schools, churches/synagogues or local bank to set up drop-off locations. **(Website: www.fundingfactory.com OR www.staples.com)**

Category 3—Restaurant Nights:

1. **Restaurant Nights:** There are many different types of fundraisers with restaurants.

Restaurants will work with you to schedule a night and block of time for customers to come in and purchase their food. The organization will receive a certain percentage of sales. Most places will either require the customer to bring in a coupon and/or a flier.

List of restaurants and their websites: Do not limit yourself to this list. Reach out to area restaurants.

Boston Market— www.bostonmarket.com/fundraisers

Chili's— www.qdi.com/chilis/chilis.com

Chipolte—www.chipolte.com

Friendly's— <http://www.aggregrestaurants.com/neighborhood-involvement/flapjack-fundraiser.asp>

FroyoWorld—www.froyoworld.com

Jake's Wayback—check with local restaurant manager

Moe's Southwest Grill—www.moes.com/public/fundraising.pdf

Outback Steakhouse—www.outback.com/community/outback-gives-back

Panda Express—www.pandaexpress.com/fundraiser

Panera— <https://www.panerabread.com/en-us/company/fundraising-night.html>
TGIFriday's—www.fundraisingatgfridays.com
Wendy's—www.wendavco.com/local-promotions

Category 4—Events:

1. **Golf Tournaments:** Can be a terrific fundraiser and have the potential to make a lot of money. You can plan any type of tournament from a full course (18-holes) to half course (9-holes) or even a miniature golf tournament. For more ideas search Google for “Golf Tournament Fundraisers”. Also check www.all-unique-fundraising-ideas.com/golf-tournament-fundraising-ideas.html
2. **Walk-a-Thons/Bike-a-Thons/Runs:** Walks and/or runs can be a lot of work to organize but have the potential of raising a substantial amount of money. **(Check out this website www.charity.lovetoknow.com/How_to_Organize_a_Walkathon)** for the “How To’s”. Remember this can be altered for a Bike-a-thon/Dance-a-Thon or even a run. **NOTE: This type of event can have significant risk management/insurance requirements. An alternative can be a “virtual thon” through Convio. Before planning please contact the SOCT office for assistance.**
3. **Community/Neighborhood tag sale:** Collect items, sell table space, combine with a Bake Sale..... This is a quick fundraiser, usually lasts one day but can be extended over 2 days. There will be some prep work the night before. Advertise for donations and date for sale. One way to entice participants is to offer 50/50.....the seller would keep 50 percent of the proceeds from their goods sold and donate the other 50 percent to your group. **(Website: www.ptoideas.com/category/11/Yard_Sale)**
4. **Bake Sale:** Hosting a bake sale is one of the easiest and quickest fundraisers to plan. You will need a place to sell your goods, bakers and volunteers to man the sale. A great time of year is Election Day, but you need to plan ahead as schools that are used for voting will probably already have scheduled one. Some other places are local libraries, community centers, etc. An added incentive is to place a can or small bucket on the table asking for donations.
5. **Barnes and Noble Bookfairs:** Barnes & Noble hosts your book fair both in your local store and online, providing the perfect fundraising opportunity for pre k-12 schools and not-for-profit arts and literacy organizations.
(Website: www.Barnesandnoble.com/h/bookfairs)
6. **Shop for a Cause:** Can be organized with some department stores. Your group sells tickets for usually \$5 each and the purchaser receives a discount on purchases during the agreed upon date and time. All ticket sales monies go back to the group. Some suggestions are: Macy’s, Lord & Taylor’s, and Bon-Ton.

Category 5—Sales (products): Most companies will set up an on-line “store” so that out of town friends and family can order as part of the fundraiser.

1. **Pampered Chef:** Contact a local demonstrator/consultant to initiate this fundraiser. (Website: www.pamperedchef.com)
2. **Tastefully Simple:** Contact a local demonstrator/consultant to initiate this fundraiser. (<https://www.tastefullysimple.com>)
3. **Flavored Popcorn:** Popcorn makes a great fundraiser because everyone loves popcorn and today there are a variety of flavors. It's also another easy fundraiser to do.

**REMEMBER ALL FUNDRAISERS NEED TO BE APPROVED
4—6 WEEKS IN ADVANCE BY SOCT.
THE FORM CAN BE FOUND AT**

www.soct.org/forms/project-fundraiser-approval

A FEW VERY IMPORTANT REMINDERS:

SOCT and all Accredited Local Programs are not allowed by contract with Special Olympics, Inc. to solicit donations from groups of individuals or corporations by mail, phone or through direct internet solicitation, other than for support of a particular event such as Penguin Plunge, Over the Edge, a golf tournament, Bowl-a-thon or other approved fundraising event.

Partner Sponsors and Year-Round Suppliers are “exclusive”; meaning no other company in their business category can be solicited for sponsorship at any level. In addition, any current sponsor should not be solicited for additional support without prior approval.

See a list of all current sponsors in the SOCT Annual Report, which can also be viewed online at: www.SOCT.org. For any questions concerning sponsors, or sponsor referrals, please contact: Sharon Rozum, Sr. Director of Corporate Partnerships & Corporate Relations at: (203) 230-1201, ext. 223., or sharonr@soct.org, or Reva Zaleski, Coordinator of Partnerships & Corporate Relations at: (203) 230-1201, ext. 252, or revaz@soct.org.