

Fundraising Ideas

Your creativity is one of the most valuable resources in developing a successful fundraiser. The more interesting, unique and interactive your fundraiser is, the more likely people will participate in it and contribute.

To jumpstart your brainstorming, below are some popular fundraisers:

- **Marathons of all kinds:** walk-a-thons, bike-a-thons, dance-a-thons, bowl-a-thons. Favorite sports or hobbies provide participants with a great opportunity to test their endurance while collecting pledges for specified lengths of time, repetitions or skills.
- **Sales and Games:** Bake Sale, Barbecue Contest, Rummage Sale, Baby and Kids Resale, Yard Sale/Parking Lot, Board Game Tournaments, Book Club Fundraisers, Brown Bag Lunch Day, Premium Parking Space, Jewelry/Candle Parties.
- **Sports Competitions:** golf tournaments, 5-K fun runs, softball tournaments, tug-of-war contests, etc.
- **Cooking Competitions:** cook-offs/bake-offs to determine best chili, ribs, brownies, pie, cookies, etc.
- **Paper Icon Sales:** suggested donations are \$1, \$5, or \$10. Display in a visible location.
- **Change for Children:** collect change at a register or from a fountain. Creates awareness for GKTW as well.
- **Workplace Giving:** GKTW is a member of America's Charities but can participate in other campaigns. In most instances, employees can "write in" GKTW on pledge forms.
- **Holiday Costume or Decorating Contest**
- **Employer Matching Gifts:** ask at work if your company donates money to match your volunteer hours or donations.
- **Dress Down Days:** offer employees the opportunity to wear casual clothing in exchange for a donation to GKTW.
- **Car Wash or Pet Bath**
- **Wish List Item Drive:** select an item or items from the GKTW Wish List and ask donors to provide these gifts (toys, fabric for pillow cases, candy, etc.)
- **Charity Night at a Local Restaurant:** donate a portion of sales or ask diners to round up their bill to an even amount with excess benefiting GKTW.
- **Employee Barbecue/Picnic Family Fun Day:** solicit vendors to donate food items and door prizes. All meal and ticket sales go to GKTW.
- **Potluck breakfast, lunch or dinner**
- **Theme Nights**
- **Auctions:** live, silent, or eBay. Art Auctions.
- **Celebrity/Sports Star Autograph Signing Party**

To enhance the success of your program, consider integrating online and social media fundraising. Promote your fundraiser by creating an "event" on Facebook, tweeting about it on Twitter or opening an online giving account at firstgiving.com/gktw.

 twitter.com/gktwvillage

 facebook.com/gktwvillage

 youtube.com/gktwvillage



Upcoming Fundraisers

Year-Round: Host an “Ice Cream For Breakfast” Fundraiser. At GKTW, families are treated to complimentary, all-you-can-eat ice cream in the Village’s Ice Cream Palace from 7:30am until 9:30pm so they can enjoy ice cream whenever they want—even for breakfast. Give Kids The World is encouraging people across the world to show their support of the charity by hosting an Ice Cream For Breakfast Fundraiser to raise awareness and funds for our organization. To receive a complimentary ICFB tool kit or for more information, please visit: icecreamforbreakfast.org.

June 2, 2012: GKTW 24th Annual Black & White Gala at The Peabody Orlando. Join us for an exciting evening of fine dining and world class entertainment at Give Kids The World’s premiere fundraising event. To purchase tickets or donate an item for our silent auction, please visit givekidstheworld.com/gala.

June 10, 2012: “Coasting For Kids” Roller Coaster Marathon at 11 Cedar Fair amusement parks across North America. Are you a roller coaster fanatic? If so, this is the event for you! Cedar Fair Entertainment Company’s best loved theme parks are partnering with Give Kids The World to host the 4th Annual Coasting For Kids fundraiser. Here’s your chance to have fun marathon riding a signature thrill ride while making a difference in the lives of children with life-threatening illnesses! For more information or to register, please visit coastingforkids.org.

November 3, 2012: Gingerbread Run 5K at Give Kids The World Village. Join hundreds of GKTW supporters on a 3.1 mile run/walk through our whimsical Village. Don’t live in Florida? Participate virtually or host a Gingerbread Run in your own neighborhood. For more information visit: gingerbreadrun.org.

For a complete list of Give Kids The World Fundraisers in your neighborhood visit www.givekidstheworld.org

Tell us about your unique fundraiser and we’ll help you plan it: email dream@gktw.org.

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