



101 Fundraising Ideas





1. Pink Lemonade Stand. Set up a “Pink Lemonade Stand” in your neighborhood, school, after church, etc. This is a kid-friendly option that can involve the whole community, helping to get YSC’s name and message out there.

2. Pink Cocktail Party. Throw a “Pink Cocktail Party” (21+) at your local bar or home to help educate young women about breast health while doing your fundraising. The bar could donate a portion of the proceeds, have a raffle, and serve a pink-themed drink for the evening. You could even throw a “Pink Cocktail Party” in your home and serve pink drinks: cosmopolitans, gin and pink grapefruit juice, and strawberry daiquiris are just a few ideas.

3. Craft Nights. Host a weekly craft night for your friends: quilting, scrapbooking, knitting or whatever interests you. The events will promote YSC awareness, and you can raffle off or sell your crafts. People love handmade goods for a good cause. Organize a craft fair in your community, with a portion of

the proceeds benefitting your Tour de Pink ride.

4. Karaoke. Organize a karaoke night at a bar or social club. Suggest that people pay \$2 per song, but have a donation jar available in case they want to give extra money!

5. Create a QR Code. You can print a QR code on posters, a t-shirt, etc. for people to easily donate to your ride.

6. Date Auction. Round up a group of eligible bachelors/bachelorettes and host a date auction. See if a local venue and caterer will donate their space and services for a night. Charge admission and remind attendees that all auction proceeds go to a good cause!

7. Tour de Pink Yard Sale. One of our riders has had a lot of success with hosting yard sales to benefit YSC. You can set up a bake sale and pink lemonade stand at the same time to increase donations. Ask your neighbors for items to sell, and publicize your sale in your child’s school, your office, etc. Set up a donation center or offer to pick

Remember: Have extra donation forms available at every event you host! People may want to take them for friends.



up items yourself. Sign up at freecycle.org and see if anyone in your area would be willing to donate. See the Tools & Downloads section for a sample letter to distribute to your neighbors.

8. Trash the Dress Party. Bridesmaids dresses? Wedding dresses? Prom dresses? Put that old dress to good use for a good cause; get your friends to join you! Host an event where guest can “trash the dress” for a fee!

9. Fundraise in Your Office. Put up a poster and a donation form about Tour de Pink at your office or cubicle. Do virtual shout-outs on office bulletin boards or on intranet chat walls when colleagues donate to your campaign. Keep a fundraising thermometer going so your coworkers can see your progress.

10. Wii Tournaments. Host a Wii Sports (bowling, tennis, etc.) or Rock Band tournament in your home. Ask friends for a \$15 (or more) donation to compete. Provide pizza and snacks, or keep costs down and make it a potluck.

11. Raffle. Ask companies, friends and others to donate items to raffle off in your community. To enhance your success, have the raffle drawing at a major event or in a public place. Or, try working with a local salon, bakery or other business to coordinate an in-house raffle. Ask them if they could donate some products and sell raffle tickets at the register. This is a great way to increase your visibility!

12. Team Shirts. Create a team logo, print it on t-shirts and sell them. Contact a local store to see if the store will carry them.

13. Game Night. Arrange a game night with your friends, either in your home or at a local bar. Ideas include Pictionary, Scattergories, Scrabble and card games. Ask that people make donations at the door –require losing teams to donate extra!

14. Office Competition. Organize your office into teams and see who can raise the most for your ride. Order pizza (or another prize) for the top fundraisers.



15. Cell Phones and Cartridges for Profits. Collect old cell phones and printer cartridges and turn them in for money. Contact local businesses, family and government offices about getting involved. For more information, check out www.fundingfactory.com.

16. Fundraiser Web. Ask five, 10 or 20 of your friends to donate \$5 each (or more!). Ask them to also ask five, 10 or 20 of their friends for \$5. This is an easy way to make money and promote your fundraising!

17. Product Parties. Host a product party such as Mary Kay, Tupperware, Jamberries, Pampered Chef, etc. –and ask that a portion of the proceeds go toward your ride.

18. Voicemail. Change your voicemail and answering machine messages to include your participation in Tour de Pink and how people can help.

19. Send out at least 30 emails or letters asking for \$25. Check out some sample letter templates on your personal fundraising page. Make sure

that you use our “Ask Everyone! Checklist” to include as many people as possible in your efforts.

20. Double your money. Remind everyone to ask whether their employer offers a company match.

21. Send a mailing – via snail mail. A typical mailing consists includes a request letter, a one-page form for them to fill in with donor information, and a self-addressed, stamped envelope. That last item greatly increases your response rate, according to direct mail studies.

22. Ask for tribute donations. Encourage your donors to make their donations in “honor of” “support of” or “memory of” someone they know who has been affected by breast cancer. Let them be part of the experience.

23. Birthday and Holiday Gifts! Ask that people donate to your Tour de Pink ride in lieu of giving you birthday or holiday gifts. Suggest to your friends that they do the same to honor other loved ones’ celebrations!



24. Car Wash. Car washes are an easy way to promote visibility! Contact a local school about using their parking lot on a weekend for the event. You could also get the school community involved in both washing the cars and getting their cars washed.

25. Change Jars. Place change jars in your office to collect money. Encourage people to drop their extra change into the jar every day. Please exchange the coins for a check before submitting to YSC.

26. Penny Wars. This is a great fundraiser at schools! Give each team (or class) a large water jug. They will have 10 minutes each morning to fill their jars with as many pennies as possible. They can also put silver coins (dimes, nickels, and quarters) into other jars to detract from the penny total. The team with the most money (after their silver has been subtracted) at the end of a week wins!

27. Cookbooks. Ask people in your local community to submit their favorite recipes to be published in a book. Sell

the cookbook to benefit YSC. These will definitely become an heirloom item in everyone's home.

28. Pink Pets. Have a pet costume contest and see who can get the most creative with a pink theme. Contact your local paper about advertising the event, and contact your local government office about reserving a park or your block to have the party. Ask all participants to donate a minimum of \$15.

29. Wear Jeans to Work Day. Have coworkers pay a minimum of \$5 to wear their jeans to work. People often give more when they know more about the cause –be sure to share YSC's website and your own personal story!

30. Craigslist Sale. Do you have things in your home that you could give away or do without? Sell them on Craigslist. Include a link to your personal fundraising page so people can pay you instantly!

31. Pink Carnation Fundraiser. Sell pink carnations at your office or school for \$2 each. Arrange to have them sent



to people on a certain day with personalized messages.

32. Paper Ribbons. Ask your local grocery store if they will sell pink paper ribbons for \$2 (or more) to benefit your ride. Donors could write their names on the ribbons and the store could hang them in the window.

33. Create a Button. Create a button that says “Ask me about Tour de Pink” and wear it everywhere!

34. Memorial Day/Fourth of July/Labor Day Parties. Host a summer holiday block party or barbeque at a local community center in honor of your ride. Sell baked goods and lemonade to raise money. Have some fun games available, such as a “pie in the face” competition. Ask people to donate in order to participate. Kids love this (and their parents will pay when they know it’s for a good cause).

35. Twitter. Post a message on Twitter with a shortened URL to your fundraising page and ask your friends to re-tweet. You may be able to gain

donations from people you don’t even know!

36. Pink Bake Sale. Organize a bake sale in your office, church, child’s school, or other public place. Sell pink-themed goods: cupcakes with pink frosting, strawberry shortcakes, pink-colored white chocolate, sugar cookies with pink sprinkles, etc.

37. Pancake Breakfast. Host a pancake breakfast. These work especially well when they follow another gathering, such as a religious service. Charge admission and have a donation jar available at the end of the buffet line and at the door. Think pink –serve pancakes with strawberries, pink lemonade, and even have a small batch of pink pancakes. These events have been known to raise thousands of dollars!

38. Silent Auction. Ask some of your local businesses to donate items (i.e. \$10 worth of dry cleaning, a book of car washes, a free meal, a week of free coffee, etc.) Set minimum pledge limits. Hold the auction over a week and notify



the winners. This is a great idea to do in the office!

39. Change Jar at Local Restaurant. Ask your favorite restaurants to put out a jar for donations of spare change.

40. Fundraising Dinner. Ask a local restaurant to host a fundraising dinner for you, with a portion of all food and drink proceeds benefitting your ride. Solicit a local DJ to play at the restaurant the night of the fundraising dinner and promote the live music to increase your attendance!

41. Become a Bartender. Ask your favorite bar if you can bartend for a night and keep all of your tips. Make sure you tell all your friends to stop by the bar that night. Ask the DJ to make announcements throughout the night sharing what you are doing.

42. Theme Dinner. Hold a themed dinner party for 10 of your friends. Donation: \$50 a head. Spend no more than \$20 a head on the food and you will have \$300 in donations. Better yet, get the food donated, if possible.

43. Happy Hour. Wear an old Tour de Pink jersey or t-shirt to Happy Hour and ask people to sign it for \$10. Ask the DJ to announce that you are in the bar.

44. Rock On! If you know musicians, ask them to perform a benefit concert. Tell people that their admission ticket is a check made out to Tour de Pink. Don't forget to write your name in the memo field of every check!

45. Movie Party. Host a movie party in your home. Have a "keyword" for the movie, and every time the word is said in the movie, everyone antes up \$1 in a pledge bowl.

46. Dog Wash. Forget the cars; wash our four-legged friends! Hold a dog washing party in your neighborhood, at your place of worship, or at a local pet friendly business. Ask local business to donate the pet wash supplies you will need and ask your friends to help wash. Add a pet treat bake sale and sell chilled bottles of water (that have been donated).



47. Mow-a-Thon. Hold a Mow-a-thon. Get your kids involved and declare a weekend where you will mow your neighbor's lawns for \$50 (or another amount).

48. Free Rent. Get your apartment complex to donate one month's rent to sponsor you. Donate the amount that you would have paid in rent toward your fundraising total.

49. Your Town Newspaper. Get an article in your hometown newspaper. Don't forget to include the link to your fundraising page!

50. Talent. Sell any talent or skill you may have: graphic design, computer skills, photography, make-up artist, sewing, typing, baking, cake decorating, etc.

51. Errand Day. Offer to be your friends' and coworkers' personal assistant for a day in exchange for a \$250 donation.

52. Garden Tour. Host a garden tour at your home or an historical home. Get it promoted in the local newspaper.

Remember, the cost of the tour will be tax-deductible.

53. Gala Night. Host an elegant or formal party the evening of an awards show (Academy Awards, Golden Globes, VMA's, The Tony Awards, etc.)

54. Delegate. Give 10 friends 10 donation forms and ask them to get donations for you or send emails to 10 of their friends.

55. Color Donation Forms. Print your donation form on colored paper so it will pop out in a stack of bills and other correspondence.

56. Signing Your Correspondence. Get in the habit of signing your correspondence with your name followed by your Tour de Pink team name. You will be surprised by how many people will ask you what it means.

57. Super Change Jar. Ask all of your friends and family to put aside their spare change to be added to the super change jar. Every month or so, empty it and let everyone know how much "a little at a time" adds up! This is a great



idea to put into action at work too. Decorate the jar with inspirational quotes and photos from your training rides.

58. Swear Jar. Every time a family member or coworker swears, have them pay \$1 to your fund.

59. Creative Friends. Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you can use as a raffle or drawing prize.

60. Radio Station. Call your favorite radio station and ask them to make an announcement on the air and interview you. People can send donations directly to you or via your fundraising page.

61. Gym. Ask your gym if you (or they) can teach a spinning class as a benefit for your fundraiser.

62. Hair Salon. Ask your hair salon if they would donate \$2 off each hair cut over a weekend to benefit your fundraiser. Better yet, see if they are willing to hold a cut-a-thon and donate

all the proceeds from cuts at a certain time to you!

63. Karaoke Nights. Collect a pledge for each song you sing.

64. Have a Wine & Cheese Tasting Party. An interesting spin on this party: have your guests bring a cheap bottle of wine in a paper bag, along with their donation. Everyone samples the wine and votes on their favorite. At the end of the night, the winning wine is revealed.

65. Bake Sale at Work. Just as we all did in high school. Get delicious pastries donated and sell them to colleagues for a donation.

66. Personal Vending Machine. Take a trip to Costco and load up on snack items. Then ask your coworkers to come to you instead of the vending machine. Even better, does your company have a high stress period such as quarterly reports, tax season or big client deadlines? Provide that mid-afternoon snack break!

67. Spaghetti Dinner. Encourage your place of worship, work, school or other



organization to host a spaghetti dinner. Have all of your friends help with the cooking to create a fun, family-friendly event, and charge a donation entrance fee.

68. TV Show Party. Host a party for the premiere or finale of your favorite TV show. Ask friends over to watch and charge them at the door, or sell snacks.

69. Movie/TV Marathon. Host a movie or TV series marathon. Choose a theme (Hitchcock, I Love Lucy, Gilligan's Island, Seinfeld, Friends, etc.) and fire up the popcorn! Charge an entrance fee at the door. Enhance the theme with a suggested \$1 donation every time a specific word or phrase is spoken, every time Hitchcock himself appears, every time Jerry has an "aside" with Elaine.

70. Meet the Press. Get an article in your company newsletter or paper. Ask them to publish an article about you, in which you request support.

71. International Food Tasting Party. Are you a foodie who is always telling friends about your latest restaurant

experience? Invite friends over for a tasting party with some of the more exotic and enticing experiences you have had. Ask local restaurants to provide the food and charge admission at the door. If your friends have happened on a trip, share pictures of the experiences.

72. Chef Night. Are you a great cook or do you know someone who is? Offer to cook for a friend's dinner part for a donation. Better yet, raffle off your services to the highest bidder. If you have a friend who loves to plan parties, get their help to add value to the offer and make it a package deal!

73. 50/50 Raffle. Sell tickets to a 50/50 raffle at a large event or gathering. The prize is half the "pot." The winner splits the proceeds with you –you each get 50%.

74. LinkedIn. The connections that you have on LinkedIn are very different than those on social media. Post on LinkedIn about your fundraising efforts and don't forget to ask about matching gifts!



75. Pizza Nights. Ask your local pizza place to donate pizza and ask friends for a \$7 donation at the door for all you can eat.

76. YOYO Party (or other children's games). Get your kids or friends' children to earn donations for doing cartwheels, skipping around a track, swimming laps in the pool, etc.

77. Hallmark. Make homemade cards and sell them for donations. Utilize major holidays to bring themed cards to the office to save your coworkers a trip to the store!

78. Bowling. Ask your local bowling alley to donate some lanes for a fundraising party. Invite your office mates (it's a great team builder), neighbors, family or a group of old friends.

79. Chili Cook-off. Create a neighborhood block party where everyone gathers with their best pot of chili. People pay \$2 per "taste," which is a quarter of a bowl. They can then vote

for the chili they think is best. Have a prize donated for the winner!

80. Used CD Drive. Many stores will pay you for your old CDs. C'mon, you know you've got an old New Kids on the Block CD that you don't listen to anymore! Get your friends to donate their old CDs, too! Make it a party where you listen to embarrassing old music and the price of admission is an out-of-date CD!

81. Pub Crawl. Get a string of local bars to offer drink specials, a signature drink, free appetizers (remember to do this on a night when the bar/restaurant will appreciate the extra business) and prizes.

82. Sporting Event. Buy a section of tickers to a professional/minor leagues/college game at a group rate and charge your family and friends the standard price. Get food donated and host a tailgate party.

83. Mommy's Morning Out. Offer group babysitting services for your friends where they pay a flat rate per child to have a group play date that you



supervise so they have a free morning to run errands. Don't forget to have activities planned for the children!

84. Virtual Party. Don't have a place for a party? How about using the Internet! Arrange to have a party that doesn't exist. Send invites over the e-mail (use Evite; it's easy and you can track your respondents.) Offer raffle and silent auction prizes. This is a great way to make a party anything you want it to be without any cost or mess!

85. Coins. Go to your local mall or shopping center and ask what they do with the coins in the fountain.

86. Bench-a-thon. Have people bench press weights in the school or local gym and collect donations for every pound they lift. Make sure all participants have spotters.

87. Scrapbooking Party. Host a scrapbooking part at your house or a local hobby store. Ask a pro to lead an inspirational idea exchange and have some great samples on display, some special supplies and/or discounts for

attendees. Serve donated food and drinks, and charge at the door.

88. Get Crafty. Make special holiday ornaments and sell them for donations.

89. Java Hour. Host a coffee get-together at your home or at a local coffee shop. Ask your favorite coffee shop to donate the coffee (and maybe even some goodies!) Invite your neighbors and friends. Suggest a donation. Get creative and have them sign ribbons to attach to your jersey.

90. Pick on the Boss Day. Get your boss on board to have coworkers pay \$1 a vote to decide which form of "torture" to inflict on him or her. (i.e. dye hair, dress as a clown, trade a job for a day, etc.)

91. Smoothie Stand. A healthy and yummy twist on a lemonade stand.

92. Strike Gold. Ask family and friends to donate old jewelry they no longer wear and turn the gold in for cash.

93. For the Birds. Deliver a group of fake pink flamingos to a friend's yard



and leave a note explaining the cause and asking for a donation to “re-plant” the flamingos in the yard of the next “victim” the first donor designates.

94. Reverse Raffle. Friends and family get a raffle ticket and sell it back for \$10 to avoid getting their name drawn to do something embarrassing.

95. Fore! Hold a tournament at a golf course that will offer reduced green fees and get prizes donated. Getting local celebrities to participate will draw more people.

96. Diva It Up. Design and sell t-shirts advertising YSC and your Tour de Pink team.

97. Give It Up. Ask family and friends to commit to give up a regular activity for a month and donate the money they save to the designated cause.

98. Plant Trees. Ask a nursery for seedling donations and then get people to sponsor the planting of a tree.

99. Pump It Up. Coordinate with a local gas station to have volunteers serve as

gas station attendants who pump gas and clean windshields for donations for a day.

100. Scavenger Hunt. Set a route and make a list of items the participants need to find in order to win. Charge a fee to participate and have a prize donated for the winner.

101. Ask your boss for a company donation. Even better, ask your company