

Gilda's Run 201 Fundraising Event Ideas



Thank you for choosing to support Gilda's Club Madison!

We appreciate your efforts to support Gilda's Club Madison by participating in this year's run! Whether you are running as an individual or as part of a team, we hope your experience is a rewarding one. This event helps Gilda's Club continue to provide vital programming and emotional support for men, women, and children with all types of cancer.

A big part of participating in this event is raising funds. These can come from friends, family, co-workers, and even complete strangers! In this flyer we've included some strategies for fundraising including a list of event ideas and a worksheet to help you find the one that's right for you. Get creative and have fun!

Getting the most support for you or your team

The events on the next page will give you some ideas for successful fundraisers both large and small. These types of events are great ways to kick start you or your team's fundraising efforts for the run. They can also keep the momentum going throughout the summer right up until the big event.

But remember, it's not *all* about the money. A few of the ideas below serve as a great way to get people together and raise awareness about what you are doing for Gilda's Club and the work we do to serve people with cancer and their loved ones.

Keep in mind that some events are very simple while others require more planning and a few extra hands. Think about the skills and resources you and your teammates have. You don't want your fundraiser to turn into a headache!

We have included a worksheet that will help you sort through all your great ideas, choose the one that is right for you, and make a plan to start fundraising. Don't wait until the last minute - call up your team members today and decide on your first fundraiser!

Fundraising Event Ideas & Tips

Workplace

Simply Ask

- Let your co-workers know that you are participating in Gilda's Run. Ask each of them to donate \$20 to your cause.

Employer Matching

- One of the easiest strategies to double your fundraising efforts! Ask your employer if matching programs exist to support your cause.

Blue Jeans Day

- Have co-workers pay to wear jeans at work. Consider doing this one day a week for a whole month.

Penny Wars

- Google the rules and hold a penny war against co-workers or department heads. Add a fun incentive like the loser getting a pie in the face!

Ice Cream Social

- Buy ice cream treats on a hot summer day, bring them to the office, and sell for \$1-2 each.

Photo Contest

- Stage a contest for cutest childhood photo, best selfie, etc. Post each one with a collection jar below and have co-workers vote with dollar bills.

Community

Rummage Sale

- This is a great excuse to start your Spring cleaning! Have friends and family bring their unwanted items for you to sell.

Car Wash

- Ask a local grocery store if you can host a car wash in their parking lot.

Theme Party or Potluck

- Las Vegas, Tastes of the World, All Natural, and Pinterest crafts are a few ideas. Host a party where you ask for a "door fee" in support of your team and Gilda's Club.

Cook-off

- Hold a cook-off with your most culinary savvy friends. Spice things up with a secret ingredient. Everyone donates to participate and the winner receives part of the funds!

Skill Workshop

- Do you have a friend that is especially good at knitting, baking, or yoga? Ask them to host a mini-workshop. Charge admission to raise funds.

Tips

- Use the worksheet on the next page to talk through the best event(s) for you.
- Get friends and family involved in ways other than just giving. Ask them to help you plan or set up your event.
- Create a timeline for people helping out so everyone stays on track. Use a folder or binder to stay really organized.
- Plan ahead. Brainstorm alternatives for potential roadblocks or hiccups along the way.
- Don't stop here. There are millions more ideas out there for fundraising.
- Get a little crazy! Thousands of fundraisers happen every year. Make yours special and ensure fundraising success by thinking outside the box.

REMEMBER

Every dollar you raise helps ensure that no one in our community has to face cancer alone. Your efforts make an impact on the lives of people facing cancer today.

Thank you for supporting Gilda's Club Madison, our local cancer support community.

Worksheet

1. List your two or three favorite fundraising ideas from the lists on the previous pages.

a. _____ b. _____ c. _____

2. Jot down some pros and cons for each idea. Think about the volunteers and supplies that might be needed, target audience, and of course - the fun factor!

a. _____ b. _____ c. _____

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Now choose the event that you think is most feasible: _____

4. How will you incorporate raising awareness about Gilda's Club into your fundraising efforts?

5. List some next steps you should take to get the ball rolling for your event:

- _____
- _____
- _____