

# Your Fundraising A - Z of inspirational event ideas

We have put together the definitive A - Z of fundraising ideas! Some of the ideas below could be events in their own right and some could be used as part of a bigger event.

Please speak to our Fundraising team before going ahead with any of these events as we will be able to offer you advice and support!

## A

**ABSEIL:** The more adventurous the location the better.

**ACTIVITIES DAY:** Organise a day when people can take part in a range of activities. Can involve families, different classes or teams.

**ADVERTISING SPACE:** Sell window space or poster sites to local attractions, or get even more imaginative and sell your back as advertising space by wearing a tee-shirt or having an advert painted on your back.

**AEROBICS:** Organise a sponsored aerobathon. Get local sports clubs and leisure centres involved. Get sports shops to sponsor the event.

**AFTERNOON TEA:** Arrange an afternoon tea party where you can hold a raffle, auction, tombola, games and, if possible, some musical accompaniment.

**AIR MILES:** Collect Air Miles and add them together. Either raffle or auction the Air Miles.

**ARTS AND CRAFTS SALE:** The idea is either to make all of the crafts yourself or rent out pitches to local crafts people so they can sell their wares to the public.

**ART EXHIBITION:** Encourage local artists to exhibit their work. Charge entrance fee and commission.

**AS NEW SALE:** An "As New Sale" is really another name for a posh jumble sale. The event can be held in an evening and organised to resemble a shop rather than a jumble sale. This needs time and commitment for sorting the clothes, and where necessary wash and ironing them previous to the sale might enhance the price.

**ASSAULT COURSE:** A team building exercise, good way to raise funds and great fun too!

**AUCTION OF PROMISES:** A variation of the auction theme, where you auction off promises made by people or local business. These can be anything from being chauffeur driven for a day to meal for two or theatre tickets.

## B

**BAD HAIR DAY:** For those who are prepared to look really silly - why not get sponsored for a full day of crazy coloured hair?

**BADGE MAKING:** Make a range of badges to sell at a craft fair or at work, or amongst friends.

**BAKED BEAN BATH:** Get sponsored to sit in a bath of Baked Beans for a day, or a group of friends to sit in a Jacuzzi full of Baked Beans and be sponsored, or charge them to do it.

**BALLOON RACE:** Sell helium balloons and attach the purchasers' name and address on a tag. The balloon that travels the furthest wins a prize.

**BARBEQUE:** Always a winner, especially in the summer. Couple this with games such as cricket or rounders or even some music to make a really great atmosphere.

**BARN DANCE:** Traditional country music is becoming more and more popular. There are many groups who offer a good caller and lively music. Offer some food and plenty of cider and the evening is bound to go with a swing.

**BATTLE OF THE BANDS:** Invite local 'unknown' bands to play in front of an audience. The audience then get to decide who is best. The winners get a cash sum. Try to get record producers, live venues and music press interested as an incentive for bands to take part. Charge an entry fee for the bands and the audience. Organise a bar to add to your takings.

**BEAT THE GOALIE:** Traditional fairground game where the competitor tries to score past a goalkeeper. Score a goal and win a prize.

**BEER FESTIVAL:** Beer festivals can be as large or small an event as you wish. The event can last an evening or be continued throughout a week or even over a month. Obviously the larger the event, the more money you can potentially raise. The festival could involve beers from around the world, which could incorporate various themes from different countries. Don't forget to cater for the non-beer drinker and ensure there is enough entertainment to keep everyone amused. Check what the licensing laws permit!

**BENEFIT DINNER:** Perhaps you need to entertain clients or want to put on an evening for your business associates and colleagues, why not do it to raise funds? Add a little onto the dinner charge and perhaps run an auction, it will not only raise cash but also boost your business reputation.

**BINGO:** An evening of Bingo is great fun and a great way to raise money. Or you can run a regular morning session over a few weeks.

**BOARD GAMES EVENING:** Organise an evening of board games, charge per game or an entrance fee. Possibly have prizes for the winners (Monopoly Champion or Mastermind of Trivia)

**BOAT TRIPS:** If you have a river or canal near by, try to organise a boat trip as an ideal way to spend a summer evening. Try to add refreshment and music. Many pleasure boat companies offer a wide range of services.

**BONNY BABY COMPETITION:** Invite people to enter a competition to put their baby into the limelight and charge per entry. Approach local press, radio and shopping centres with a view for potential venues and advertising. Try to get prizes donated from child friendly shops and organisations. Even approach them for sponsorship. Perhaps enlist a photographer to take photos and charge a fee for them too.

**BOOK SALE:** Selling second hand books is a great for people to get rid of old books and for you to raise money. If you can't sell them all, many book dealers will purchase the left over bulk stock to relieve you of all of the books.

**BOTTLE STALL:** Traditional stall, which works best at large events such as fairs and coffee mornings. Try to get the bottles and cans donated from large shopping centres and manufacturers.

**BUNGEE JUMP:** Bungee jumping is all about fear- the fear of falling and never hitting the floor! It's a fantastic way to gain sponsorship by inflicting fear, but a really great money spinner.

**BURNS NIGHT:** A Scottish based theme evening, with Haggis, Neeps and Tatties and Scottish dancing. Charge entry and hold a Scottish based raffle.

## C

**CAKE STALL:** Traditional stall to sell donated cakes and other delicatessen delights. Works best at a larger event such as a fair or coffee morning. Please let the hospice know if you are doing a cake stall so they can advise you on health and safety regulations for selling perishable goods to the public.

**CANDLE MAKING:** Why not make candles and sell them at craft fairs or coffee mornings? There is a great increase in the fancy candle market and they are really very easy to make.

**CAR BOOT SALE:** Organise a Car Boot Sale in the community and sell the pitches. This is also a great opportunity to raise funds by including other stalls and sideshow e.g. refreshments, bouncy castles, tombola. Alternatively, sell your left over jumble and donations at car boot sales.

### **CARDS TOURNAMENT**

**CAR TREASURE HUNT:** Rather than a traditional treasure hunt around the local town, this is a treasure hunt where you drive from clue to clue and find the treasure! A real challenge and good fun as well as a sound fund raiser.

**CAR WASH:** Set up a car wash service, perhaps from a local car park

(supermarkets are ideal). You could even make it a fancy dress car wash to add a bit of originality

**CAROL SINGING:** A traditional method of raising funds during the Christmas period. In order to collect from private residences you may require a license and carol singing in large groups is safer and you gain a much better response.

**CELEBRITY:** If you know a celebrity, ask them to your event and make sure you advertise their appearance, they are a great crowd puller.

#### **CHEESE AND WINE PARTY**

**COFFEE MORNING:** By having an open house and organising other stalls such as a bring and buy or a cake stall and raffles you can make a substantial amount from a very social event!

**COLLECTION BOXES:** Probably the oldest method of raising funds. We can provide collection boxes for your event, however there are regulations attached to them so please ensure that you speak to the fundraising office.

**CONCERT:** If your organisation has musical connections you may be able to put on your own performance, alternatively, you could bring in entertainers from around the area to perform at a concert. The style and type of concert can also differ considerably from rock and pop to classic or opera!

**COMEDY NIGHT:** Pubs and clubs are good venues for comedy night, try to find someone funny!

**CRAFT FAIR:** Craft Fairs offer the opportunity for local craftsmen to sell their wares. The talents of these people will range from wood turning and wood carving through to embroidery and cross-stitch. You may also produce crafts to sell at the fair.

**CREAM TEAS:** perfect for this part of the world!

**CRICKET MATCH:** Hold a cricket match and afternoon activity. Challenge your County team to a match or invite some star cricketers to join in your efforts.

## **D**

**DARTS MATCH:** Put out the challenge to all the pub teams in the area to compete in a tournament for cash prizes, or a barrel of beer!

**DISCO:** A disco can be an addition to another event or an event in its own right. Discos also appeal to a wide range of ages and can often cater for a wide range of musical tastes. You could even theme your disco to make it a little more interesting with a Madonna night, or Elvis night for example.

**DOG SHOW:** A dog show is the perfect opportunity for people to show off their pets. You could also run a competition to see which owners look most like their pets. Try to get a local pet shop to sponsor the occasion and donate prizes

**DOMINOS:** Record breaking dominos can be built by anyone, charge an entrance fee to the main attraction.

## **E**

**EASTER EGG HUNT:** Children of all ages love Easter Eggs and having to hunt them out creates a great game of hide and seek. Charge people to enter the hunt. Try to get sponsorship from local sweet shops or chocolate manufacturers to donate prizes.

**EATING MARATHON:** A marathon can take many forms and an eating marathon is no exception. You may want to rise to your challenge of eating a marathon of one food, (maybe cold baked beans,) or seeing how long you can eat for! A visit to a local burger bar and trying to eat everything on the menu is always a marathon that burger lovers enjoy! Sponsorship from restaurants may help cover costs for this one.

**ENDURANCE CHALLENGE:** get sponsored by your colleagues, friends and family to carry out a challenge, make sure it pushes you, the harder the challenge is, the more sponsorship you will get. Be realistic though - you don't get the sponsorship money if you can't do it!

**EYEBROWS:** Shave them off for a fee or sponsorship. They will grow back - eventually!

## F

**FANCY DRESS:** Kids love it. Adults love it! Dressing up in fancy dress can add fun to any event, and holding a fancy dress competition for children is an excellent money-spinner.

**FASHION SHOW:** Many local businesses will support a fashion show in aid of charities and local organisations. The business uses it as an opportunity to promote themselves and enjoy a good local promotion by supporting such events. Any sales made on the day should include a commission to you and displays too, as well as an area for advice. Further sideshows will add to the amount raised.

**FIVE A SIDE:** Set up pub teams, business teams or village teams and organise a tournament at your local sports field.

**FUN DAY:** Organise fun, games and entertainment for your colleagues at your local sports club. These can incorporate traditional fete games, bouncy castles or event inflatable Sumo wrestlers!

**FUN RUN:** Enter into your local fun run, get sponsored and get training! You could even do it in a silly costume.

**FURNITURE SALE:** Organise a furniture sale in a large hall and take a commission from the price of the sale. In addition, you can also sell donated items of furniture and surplus office equipment.

## G

**GARAGE SALE:** A garage sale is a good way to raise some quick money. Clear out the garage, shed and attic of all of your unwanted goods. It is very important to check that any member of your family or housemates no longer needs the items you are selling first!

**GARDEN PARTY:** An open garden or garden party is a very sociable occasion to raise funds. Either sell tickets to a strawberries and cream garden party or hold an open garden to encourage people to visit the garden and make a donation.

**GARDENING:** Offer a service for gardening. This may be as simple as lawn cutting or patio cleaning or you may be able to provide a more complete service.

**GLAMOROUS GRAN:** Organise a competition throughout the community to find the most glamorous granny. Charge for entry and get local hairdressers and beauty salons to donate a prize. Can be publicised through a local newspaper.

**GIVE UP SMOKING:** Get sponsored for a long-term goal, it will make you more determined to give up and keep it up!

## H

**HALLOWEEN PARTY:** Plenty of traditional party games can be played including bobbing apples and trick or treats.

**HEAD SHAVE:** Just for the brave! A very quick, but often immensely successful way of raising funds.

**HOOK A DUCK:** Traditional fair game where the competitor hooks a duck that has a number on the bottom of it.

**HOOPLA:** Traditional fair game where the competitor throws hoops over prizes.

**HOUSEHOLD SALE:** From the same stable as the garage sale this can either be run from home or you can organise it in a local hall - a jumble sale without the clothes!

## I

**INDOOR MARKET:** Creating a market offers local traders the opportunity to set up a stall outside their normal shops with your organisation taking a cut of the takings or a rent for each stall.

**IRONING:** Everybody hates it! Charge people to do their ironing. Charge per item or per bundle.

**IT'S A KNOCKOUT:** A revival of the 80's game show where teams compete in the most ridiculous games in the most ridiculous costumes. This will make you laugh and raise a few eyebrows as well as funds! Perfect as a family fun-day for your company or sports club.

**INTER-PUB COMPETITION:** Football, pool, tug of war, raft race, flying machine, Christmas lights- it's all about fun!

## J

**JAZZ FESTIVAL:** A jazz festival is a great evening's entertainment and it pulls together the key elements of fundraising - music and food.

**JEWELLERY MAKING:** Making items of jewellery and selling them at craft fairs is an excellent way to raise funds.

**JUGGLING MARATHON:** How long can you juggle for?

## K

**KARAOKE:** Hire a machine and a room and a well stocked bar and you will be amazed how little encouragement people need to be like their favourite pop star.

## L

**LONDON MARATHON:** A hard slog but thousands do it, raising millions for charities across the UK. Please let the fundraising team know if you are thinking of running - you could be a part of the Rowcroft Runners!

**LAND'S END TO JOHN O'GROATS:** can be done in unusual transport for a sponsorship selling point.

## M

**MAD HATTERS TEA PARTY:** a variation on the traditional tea party.

**MARATHONS:** The traditional marathon is a great event to get sponsored to complete the 26 mile race, although there are many variations on the marathon and you can make it almost anything you want.

**MILE OF PENNIES:** In a local shopping area, try to make a mile of pennies. Get shoppers to lay their pennies next to each other until they stretch out to a distance of a mile.

**MINI OLYMPICS:** Invite all your colleagues, friends and their families to participate in a mini Olympics with a range of sports whether they are normal or purely just for fun! Try the egg and spoon race or the sack race along with throw the welly or the limbo! Charge an entrance fee for all. Can also sell refreshments.

## N

**NEW YEAR RESOLUTIONS:** Many people make them, but how many keep them? Challenge people to get sponsored to keep their resolutions for a little longer than normal!

## O

**OPEN GARDEN:** Offer to open your garden to visitors and request a donation from visitors. If you don't have a garden, get in touch with your local gardening club and see if you can organise it using their members. You can also organise refreshments and sales of plants and vegetables.

**OPERA NIGHT:** A night at the opera is a great way to raise funds and bringing opera to the local community gives an exciting and cultured evening of entertainment.

**ORIENTEERING:** There are many orienteering competitions and they

can be organised to raise funds by charging entrants and organising additional fund raising activities.

## P

**PAINTBALL COMPETITION:** This game is professionally run and you can organise challenges to raise funds where people contribute to your funds.

**PANCAKE RACES:** Shrove Tuesday is full of Pancake races through many towns. Why not organise pancake races at work, school or in your shopping centre? Ask for sponsorship from teams and donations from spectators.

**PANTOMIME:** Christmas is the time for Panto and this gives every organisation the chance to perform and entertain its supporters.

**PARACHUTE JUMP:** Another idea for the daredevils of fund raising! This method of fund raising is definitely not for the faint hearted and most funds are raised through individual sponsorship.

**PARTIES:** Parties, parties and more parties. There are so many variations of parties that every party can have a different theme. Many parties can be organised in order to raise funds either by charging an entrance fee or by having other activities within the party.

**PICNIC IN THE PARK:** Raise funds by adding other activities to the picnic.

**PITCH AND PUT:** A variation on the Golf tournament that can include inexperienced players.

**PUB CRAWL:** Not for the faint hearted or the under 18's, be sure to warn all the pubs that you are coming, they may organise activities around your arrival to raise further funds.

## Q

**QUIZZES:** Everyone loves a quiz and they are great fundraisers. Holding a quiz on a regular weekly basis in your local pub or community centre or sports club will keep a consistent flow of funds coming in. Many public houses are willing to support this type of event as it also brings them custom as well.

## R

**RACE NIGHT:** Race nights bring a whole new meaning to horse racing. Many companies organise the whole evening or just supply the props. The "punter" places their bet on a horse and after all the bets are place, the race is run on a large screen. The people who bet on the winning horse take their winnings and another race starts. There are normally around eight races a night and there are now variations on the theme including greyhound racing and motor sports.

**REGATTA:** This is the perfect part of the world to organise a regatta, either on the river or sea, serious or fun.

**ROUNDERS, RUGBY, ROLLER SKATING**

## S

**SANTA'S GROTTTO:** No Christmas Fair can go by without a Santa's Grotto and many shopping centres will organise a grotto to benefit local organisations and charities.

**SCAVENGER HUNT:** A scavenger hunt is enjoyed by both young and old. It is a form of treasure hunt where each team is given a list of items that they have to find and collect. The winning team is the one who collects the most.

**SHOE SHINE:** Organise a shoe shine stall in your local shopping centre or railway station and charge to polish people's footwear. This is often more profitable during the week rather than the weekends.

**SLIMMING:** Getting sponsored for slimming offers you a good incentive not to fall off the wagon!

**SILENCE:** Easy for some, not so for others!

**SIT IN A BATH:** Get sponsorship to sit in a bath of....beans, maggots, cold tea, in fact anything that takes your fancy, or not. Try to complete your spectacle in a large shopping centre to create maximum coverage.

**STREET PARTY:** You will need to check with the council before making plans but it's a good community builder and the games suggested in our A-Z can raise funds.

**SWEAR BOX:** Try getting your work, the local pub or sports club to have a swear box at the bar area to boost your funds.

**SWIM-A-THON:** Take up a challenge to complete a swim-a-thon, swim for a set period of time or try to swim a certain distance.

## T

**TEA PARTY:** Invite your friends over for a cuppa and a cake - for a donation of course!

**TABLE TOP SALE:** A tabletop sale is a variation of a car boot sale. Unlike the boot sale, you provide a table for each stallholder and the sale is held indoors. This means that the event can be held throughout the year.

**TALENT COMPETITION:** The talent competition is an opportunity for local performers to compete against each other. It gives people the opportunity to perform on stage and entertain the audience. Charge the performers and audience an entry fee. Try to get prizes donated. Even try to get a local business to sponsor the whole event.

**TEN PIN BOWLING:** Ten pin bowling challenges are great fundraisers and many centres will have special rates and evenings for charity events.

**TOMBOLA:** Traditional fair game where the competitor picks a raffle ticket out of a barrel and tries to match it with the number attached to a prize.

**TOY SALE:** Organising a toy sale is an excellent fund raising method. Children grow out of toys very quickly and if you organise it prior to Christmas you are on to a real winner.

**TREASURE HUNT:** Teams compete against each other to complete a course to find the treasure by following set clues.

## U

**UNWANTED PRESENTS:** After the Christmas period you often see adverts for unwanted presents. Why not offer a place for everyone to sell their unwanted's and you take a commission of the sale price or get people to donate them to your organisation.

## V

**VARIETY SHOW:** The Variety Show brings lots of performers together to create a wealth of artistic talent. They may be comedians, magicians, singers, dancers, musicians or part of a band but bringing them all together can make an excellent show.

**VEHICLE RALLY:** Organise a motor show for classic vehicles and motorbikes. The fascination in old historical vehicles draws massive crowds and when promoted properly will attract a very wide and exciting range of vehicles.

## W

**WALKS:** Town trails and local guides in many towns are on the decline, although visitors and residents like to know a little of the history of the place they are Visiting or live. A short walk pointing out the main places of interest or variations including "ghost walks" prove very popular.

**WAXING:** A chance for the boys to see what the girls go through! Wax chest and or legs and get sponsored.

**WEIGHT OF THE CAKE**

**WELLY THROWING:** A good competition to hold at fetes, where people compete to throw a Wellington boot the furthest.

**WINDSCREEN WASH:** A variation on traditional car washing services where you only wash the windscreen.

**WINE AND CHEESE EVENING:** A very popular way to raise funds. Encourage local supermarkets to donate the cheese and wine.

**WINE TASTING:** Many wine companies offer tasting sessions for local organisations and they can assist in your fund raising efforts. Make sure that you receive a commission for every bottle sold and organise additional raffles.

## X

**XMAS EVENING:** How about holding a Xmas evening! From carols and party antics through to Christmas pudding and mince pies. Do not forget to invite Santa and his reindeer and rather than being traditional, why not have Christmas in July!

**XMAS HAMPERS:** Christmas hampers are an excellent way of raising money. Many people like to save on a regular basis for their Christmas hamper in order to ease the financial burden. In addition, you do not have to keep the hamper to perishables and food; you can always include toys and gifts.

## Y

**YACHT RACING:** Yachting is a fast growing sport and there are many ways in which you can enter into it. Yacht racing can take the form of a small yachting club holding an event or you can participate in national events by gaining sponsorship and business support. In addition, there is also land yachting that is popular on flat beaches.

## Z

**ZODIAC EVENING:** Why not look to the stars to help raise funds! Holding a Zodiac evening that offers information on star signs and astrological information is an entertaining way to raise funds. Enlist the help of the local astrological club and even get a guest speaker to give a talk about the stars.

**ZUMBA-THON**

Please be sure to contact the fundraising team at Rowcroft if you are considering organising an event so that we can offer our support and advice from the outset.

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