



# 101 Ways to Fundraise

1. **Online Fundraising:** Raise money online! Visit your local Heart Walk website and register for the event. Personalize your Heart Walk page with a photo and story of why it's important to you to participate in the Heart Walk. Send emails to friends and family asking them to support your efforts with a donation.
2. **Corporate Matching:** Make your company work for you. Ask them to match donations made by other employees.
3. **Friend-Match:** Ask your friend who is making a donation to look into their company's matching gift program.
4. **Theme Dinner:** Hold a themed dinner event 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 pledges. Better yet, get the food donated if possible and simply ask for donations at the door.
5. **Garage Sale:** One person's trash can be someone else's treasure. Get all of your friends to donate items for a super garage sale and have people "buy" things with pledges. Advertise it in a local newspaper. Keep plenty of pledge forms on hand!
6. **Mow-a-Thon:** Get your kids involved and declare a weekend where they will mow your neighbor's lawns for \$20 (or whatever amount you want to set).
7. **Car Wash:** Hold a car wash either in your neighborhood or at work. Ask some local business to contribute items you will need for the car wash and get your friends involved.
8. **Fundraising In your Office:** Your work place is a great venue to find support.
9. **Old Prom Dress Party:** Ladies, dig up your old prom dress or bridesmaid dress. Get your friends to do the same and throw a party! Charge \$5 - \$10 at the door.
10. **Tribute Pledges:** Ask people to make a pledge in honor or memory of someone.
11. **Voice Mail:** Change your voice mail message to include your participation in Heart Walk and how people can help.
12. **Labels:** Create return address labels that state "I'm participating in the Heart Walk for the American Heart Association. Will you sponsor me?"
13. **Pin:** Create a pin that says "ask me about the Heart Walk" and wear it around town!
14. **Silent Auction:** Ask some of your local businesses to donate items, (i.e. -\$10 worth of dry cleaning, book of car washes, free sandwich & drink, a week of free coffee) Set minimum pledge limits. Hold the auction over a week and notify the winners.
15. **Social Networks:** Post a message on your favorite social media page (Facebook, Twitter, etc) asking your friends to support your efforts.
16. **Heart Walk Web Site:** E-mail everyone on your contact list and invite them to visit your web-site.
17. **Waiters:** Ask the servers in your favorite restaurant if they will donate one day's tips.
18. **Change Jar at Local Restaurant:** Ask your favorite restaurant to put out a jar for donations of spare change.
19. **Fundraising Dinner:** Ask a local restaurant to host a Fundraising Dinner for you.



If someone says they'll "think about it", set a later date and **check in with them again.**

20. **Toy or Clothing Swap:** Charge an entry fee and invite people to bring items they no longer use and "swap".



**Expect to hear "no."**  
Remember that they're not saying no to **you**, they just aren't able to give right now.

21. **Sell Paper Hearts:** Sell paper hearts different amounts (Red, Gold, Platinum) and hang them up to honor the people that purchase the hearts.

22. **Local Sponsor:** Identify and ask a local company to sponsor your team.

23. **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 the AHA.

24. **Movie Tickets Donation:** Ask your local movie theater to donate movie tickets, then sell them or raffle them for pledges.

25. **Movie Party:** Hold a movie party at your house/apartment. Every time the word Run or Walk is said in the movie, everyone antes up \$1 in a pledge bowl.

26. **Play Tickets:** Ask a local playhouse to donate tickets and then auction them.

27. **Birthday:** In lieu of gift for your birthday, ask your friends and family to make a pledge.

28. **House Warming Party:** In lieu of a gift for your house warming, ask for donations.

29. **Wedding:** In lieu of a gift for your wedding, ask your friends and family to make a pledge.

30. **Delegate:** Give 10 friends 10 pledge forms and ask them to get pledges for you or send emails to 10 of their friends.

31. **Creative Friends:** Ask a creative friend if they would donate a piece of art or some jewelry that you can use as a drawing prize.

32. **Color Pledge Forms:** Print your pledge form on colored paper so it will stick out in a stack of bills and other correspondence.

33. **Signing Your Correspondence:** Get in the habit of signing your correspondence with your name followed by your walker number. You will be surprised as to how many people will ask you what it means.

34. **Business Cards:** Make up business cards with the Heart Walk information - your name and address to send donations to or the web address. Hand them out to everyone you meet.

35. **Ask your travel agency** for a plane ticket to raffle off.

36. **Ask your doctors or dentist for pledges.**

37. **Ask your chiropractor, therapist, or yoga instructor**

38. **Ask your lawyer or insurance agent**

39. **Ask your veterinarian.**

40. **Swear Jar:** Every a family member or co-workers swear have them pay a dollar to your fund, better yet form a walking club and every time someone misses a walk have them contribute \$5!

41. **Radio Station:** Call your favorite radio station and ask them to make an announcement on the air and to interview you. People can send pledges directly to you.

42. **Gym:** Ask your gym if you (or they) can teach an aerobics class and apply the proceeds to your Heart Walk team.

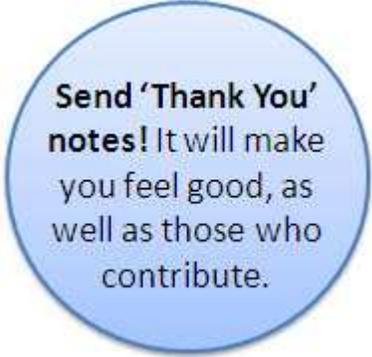
43. **Spinning Class:** Hit up your spinning class instructor and classmates. Set a goal at the start of class and if it's met, everyone gives \$1 a mile, or \$1 a minute.

44. **Hair Salon:** Ask your hair salon if they would donate \$2 of each hair cut over a weekend to you.

45. **Holidays:** Don't forget about all those holiday parties. Bring your pledge forms and hit up everyone in attendance.

46. **Super Box:** Ask all of your friends and relatives, to put their extra change in your "Super Box." Ask for the box back, and you will have lots of money! You can decorate it or cover it with inspirational quotes.

47. **Dear Neighbor:** Write to all your neighbors on your block or in your apartment building or complex. Attach an update on your training and fundraising progress.
48. **Free Rent:** Get your apartment complex to donate one month's rent to sponsor you.
49. **Tipping is Good Karma:** Get business to put out a "tip jar" at the register. Put a picture of yourself and a little story about why you are walking on the jar.
50. **Personal Assistant:** Offer to be your friends and coworkers personal assistant for a day (or few hours) in exchange for a \$250 donation.
  
51. **Talent:** Utilize and sell any talent or skill you may have.
52. **Make-Up Artist:** If you are a make-up artist, do \$75 donation makeovers.
53. **Photographer:** If you are an artist/photographer, do portraits for pledges.
54. **Garden Tour:** Hold a garden tour at your home or a historical home. Get it promoted in the local newspaper. Remember, the cost of the tour will be tax-deductible for those who participate!
55. **Meet The Press:** Get an article in your company newsletter. Ask them to publish an article about you in which you request support.
56. **Your Town Newspaper:** Get an article in your home-town newspaper.
57. **Baby-sit**
58. **Pet-sit**
59. **House-sit**
60. **Water the Garden:** Or any chores you would normally do for free for neighbors, friends or family, this time leave a pledge form and ask them for a pledge.
  
61. **Gala Night:** Host an elegant or formal party.
62. **Karaoke Nights:** Collect a pledge for each song you sing.
63. **Ask your Talented Friend** to sing or play an instrument for a fundraising event.
64. **Have a Wine-Cheese Tasting Party:** Have your guests bring a donation and a bottle of wine. Everyone samples the wine and votes on their favorite. At the end of the night the favorite wine is revealed.
65. **Train (run/walk) in areas in which you know is full of people traffic.** Draw attention to yourself by wearing your Heart Walk t-shirt.
66. **International Food Tasting Party**
67. **Sweets Party**
68. **Bake Sale at Work**
69. **Personal Vending Machine:** Take a trip to the store and load up. Let your co-workers know to come to you instead of heading to the machine.
70. **Fit Friendly Companies:** Become a Fit Friendly Company with the American Heart Association and have your company donate a percentage of the health care savings to the company Heart Walk Team.
  
71. **In Memory Of:** If you are walking in memory of someone, include a picture of you with your loved one in your pledge letter.
72. **Bulletin Boards:** post your pledge letter or a Heart Walk flyer on bulletin boards at the gym, community center, coffee shop, etc.
73. **Pledge for hours training for the walk:** Ask people to pledge an amount for each hour you walk in a one week. Ask people for \$1, \$5 or \$10 bucks an hour!



**Send 'Thank You' notes!** It will make you feel good, as well as those who contribute.

74. **Carry Your Pledge Forms:** Carry a pledge jar or basket with you with a sign about your fundraising.
75. **Hold a Drawing**
76. **Walk Party**
77. **Pet Birthday Party**
78. **Retirement Party**
79. **New Job Celebration Party**
80. **T.V Show Party:** Gather friends for a Premiere or Finale of your favorite show.
  
81. **Dance a-thon**
82. **Disco Night**
83. **Chef night:** offer to cook for your friends in exchange for cash!
84. **Host a Picture Party:** Share your family pictures and others with friends.
85. **Host a Movie Theme Night**
86. **Popcorn Party:** Show a new release video and charge \$6 at your home.
87. **Monopoly or other Game Night**
88. **Poker for Pledges or other card game**
89. **Pizza Nights:** Ask your local pizza place to donate pizza, and ask friends for \$7 at the door, all you can eat.
90. **Temporary Tattoos:** Give a temporary tattoo to your friends for pledge.
  
91. **Kids for Heart:** Get your kids to get pledges for cartwheels, skipping around a track, laps in the pool, yo-yoing, etc.
92. **Computer Graphics:** If you are good with computers make nice cards and give them for pledges.
93. **Bowling Nights**
94. **Used CD Drive:** Many stores will pay 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 as well. Make it into a party where you listen to embarrassing old music, and the price of admission is an out of date CD!
95. **Share the Passion:** Tell your story. The more you talk about your upcoming adventure, the more people will share in that excitement and want to pledge to you.
96. **Entry Fee to Sporting Event:** Ask a sporting event to donate a percentage of the entry fee proceeds to your Heart Walk team.
97. **Virtual Party:** Don't have a place for a party? Use the Internet! Arrange to have a party that doesn't exist. Send electronic invites (use Evite, it's easy and you can track your respondents). Tell people what food would be served if there actually was going to be food, etc. Offer raffle and silent auction prizes. This is a great way to make a party anything you want it to be without the cost or mess!
98. **Chili Cook-Off:** Charge an entry fee for dinner and have a cook-off with your friends.
99. **Guess My Time!** Have people bet on your time for the Heart Walk. Whoever is closest gets a souvenir from the event, like a t-shirt.
100. **Recycled Boy/Girlfriend Party:** This is a great way to double the number of people who come to your event. Ask each guest to bring a member of the opposite sex that they are NOT interested in. Your single friends will love you for it, and you'll have twice as many donors at your party!
101. **Ask everyone** you know, ask everyone you see, ask everyone you talk to!