

MEMBER

FUNDRAISING IDEAS

When choosing a fundraising event, it is important to select an event that is unique to you. Consider what resources are available and what will appeal to the targeted audience. Time, availability, start-up funds and location are all factors that contribute to the success of a fundraiser.

CROWDFUNDING CAMPAIGN – Crowdfunding may be one of the easiest and most accessible ways for someone to get started fundraising. Be sure to establish a very clear goal that's personal to you and inspires others to support. A platform like GoFundMe is a great place to start.

PLEDGE CHALLENGES – Your spirit for service will come in handy here. This fundraising idea involves you asking for monetary pledges in exchange for completing a specific challenge. For example, someone may pledge to donate \$25 toward your National Convention expenses in exchange for you completing 5 hours of community service.

BAG GROCERIES – Talk with your local grocery stores about volunteering to help with bagging groceries. Ask if volunteers can collect tips for a fundraising cause. Invite other APO members, bring a tip jar and create a quick speech to tell customers what you are raising money for.

PUMP GAS – With permission from a local gas station, volunteer to pump gas for tips. Putting in a couple hours of work may go further than you think!

FUNDRAISING LETTERS – Writing a letter is an extremely cost-effective way to raise support in a short amount of time. After all, who doesn't enjoy receiving a handwritten letter? Grab some supplies and reach out to potential donors - like fellow volunteers, close friends and even grandma! - to explain what you're fundraising for and how they can support you.

DOG WALKING – This fun idea doesn't require any materials except for your time. Let people in your community know you're available to walk their dog(s) by posting to social media or by pinning flyers around town. Don't forget to share that the money is going to a great cause.

PENNY DRIVE – Keep it simple by asking local shops and businesses to showcase your donation jar in their store. Get as creative as you like and be sure your jar clearly indicates what the money goes toward.

CLOTHING BUY-BACK – Get thrifty and consider cleaning out your closet to sell gently used clothing back to consignment shops. You might score big with brand-name items, so get to organizing!

GARAGE SALE – Whether you're looking for a more minimalistic lifestyle or simply trying to declutter your home, consider giving unwanted items a new home and raise money for your cause. Post signs around the neighborhood to draw interested buyers, or take it online and post about your sale on social media a few weeks in advance. This event won't take a lot of planning, so it's perfect for a last-minute fundraising idea to hit your goal.

GIVE IT UP CHALLENGE – One way to make money is to simply save money! We all have that one expense we could give up for a couple months - expensive coffee, monthly subscriptions or fast food. By giving up this expense, you'll free up more money to instead save toward your goal.

EMAIL CAMPAIGN – Email is the most direct way to engage with your people, and is one of the most effective communication methods available to you. Just like with a handwritten letter, explain why you're fundraising and how someone can support you. Remember, email campaigns are most effective if you direct supporters to a specific place to donate.