

Fundraising Event Ideas

Organizing a fundraising event may seem like a great way to raise money for the Lance Armstrong Foundation (LAF). On the pages that follow, we have collected a variety of fundraising event ideas that you can organize in your community. Please note that events can be quite time-consuming and expensive (bike rides/races fall into this category). At this time, due to limited staff resources, the LAF cannot assist you in the organization of your event, help you find sponsors, help you publicize your event or reimburse you for expenses you incur out of the money that you raise. However, we can list your event on the Peloton Project calendar.

Here are some quick fundraising tips:

Please indicate in your publicity that the LAF is the beneficiary, not the organizer of the event. Wording such as "proceeds benefit the Lance Armstrong Foundation" in conjunction with the provided of the LAF logo is suggested. We prefer that the LAF be the sole beneficiary of your fundraiser.

Seek in-kind donations or sponsors willing to write you a check to cover costs. These "sponsorships" are not tax-deductible as they are being made to you, not directly to the LAF. However, in return for these donations of goods, services, or money you can offer your sponsor a benefits package that could include naming rights to the event and the company logo appearing on signage, flyers, invitations, program books and other appropriate material. By helping you put on your event your sponsors are not making a tax-deductible donation, but they are generating good will by associating themselves with a great cause and a great organization.

All money that you receive in association with your event, for ticket sales or registration, should be in the form of checks made out to the LAF. This ensures your donors that the LAF will receive the full benefit of their contribution and that the donor will receive full tax-deductibility for their gift. Any checks made out to another entity, or money deposited in a personal or business account, will have income tax repercussions for that entity, even if all proceeds (money made once you have covered costs) are later given to the LAF. We also strongly suggest that you take out event insurance for your event.

Party Ideas	2
Sale of Services	3
Sale of Goods	4
Auction/Contest Ideas (And the winner is...)	5
Corporate/Employer Ideas	6
Restaurant/Bar/Retailer Ideas	7
Other Sources of Donations	9

Party Ideas

Children's Party – What do Barney, SpongeBob SquarePants and Lizzie Maguire all have in common? Kids love them! Throw a party, wear a cartoon costume and pop in a Lizzie Maguire movie for the kids to enjoy. The kids will be so distracted and happy that their parents will actually have a chance to write you pledge checks – and the parents will be so grateful for their momentarily distracted and happy kids, they'll be relaxed enough to start writing those pledge checks!

Cocktail Party – Throw a "donate to the cause" cocktail party (checkbooks required).

Game Night – Do you miss the good ole days of Scrabble and Monopoly? Bring out the board games, charge at the door, break into teams and let the fun begin! Or if you and your friends don't even remember what a board game is...break out the PS2 or the Xbox and break into teams. The team with the most victories wins a portion (30%-50%) of the pot and the remaining portion may be added to your fundraising.

Golden Globes & Oscar Parties

Think you know who's going to win 'Best Actress' this year? Compile a sheet of all the nominees for all categories and ask everyone to predict who they think will win. Request everyone to contribute \$20 or more to create the winning pot. The person with the most correct entries wins 30% (or more—you decide) of the pot and the rest may contribute to your fundraising. You can do this as either a party or an office pool.

Royal Flush – Call up your serious (or not-so-serious) card-playin' friends and invite them over for poker night.

House Warming Party – Are you or someone you know relocating soon? If so, ask your friends to make a pledge instead of purchasing a gift for your new place. If you know a friend that is moving, ask if you can throw them a house warming party and if they would like to accept monetary donations to the LAF instead of gifts.

Movie Night – Pick up a new flick at your local movie store, make some popcorn, pick up some soda and invite your friends and family over for movie night. Of course have your sponsor tickets ready to go!

Pet Birthday Party – People LOVE their pets. They also love other pets...even yours. Get the word out that if they were thinking about buying "Sparky" a new toy, maybe they should think about writing a check out to the LAF instead!

Super Bowl Party

Throw a huge party for the Super Bowl and use it to raise money! Use the same concept as the Oscar Party. Instead of the usual betting squares, take this opportunity to combine Super Bowl rivalry with some fundraising. Sell betting squares and put 50% of the money into the pot and 50% towards your fundraising goal.

Television Show Finale Party – Is your favorite television series coming to an end? Gather a big group of friends, family and co-workers to tune in to what are sure to be memorable series' finales. Of course, charge 'em at the door and put the money toward your pledges.

Theme Party/Dinner – Hold a theme party for 10 of your friends. Donation: \$50 per person. Spend no more than \$20 per person on the food and you'll have \$300 (or more) in donations by the end of the night.

Wine and Cheese Evening – This event requires a budget. If possible, recruit local suppliers to provide cheese and wine. Sell tickets in advance (checks made payable to the LAF) and donate proceeds to the LAF. For those enthusiastic and knowledgeable wine aficionados, each table could have a theme, such as a particular wine-growing or cheese-producing region.

Sale of Services

Babysitting – If you love kids, this idea will be a piece of cake – and the parents can have a nice, quiet night out of the house!

Car Wash – Can you see your friends' cars under all that dirt? Offer to wash their cars for a small fee. Ask your company if you can hold a car wash in the company car park, or see if a local organization will allow you to use their property.

Dog Wash – Enough said! (See Car Wash and apply the same principles.)

House sit – Are your friends going on a vacation or business trip soon? Maybe they'll need a trusted pal to look after the place while they're gone!

Neighborhood Chores – Are you a Mr. Or Ms. Fix-it? Your neighbors would probably prefer to pay you your help than someone they find in the yellow pages. Hang signs around your neighborhood to advertise your services (i.e. watering gardens, cleaning roof gutters, sweeping the driveway, fixing an easy plumbing problem, painting a room, etc.)

Pet Sit – Are your neighbors going out of town without their beloved "Muffin?" Offer your services and charge them what they would have had to pay at a boarding facility.

Stadium/Coliseum Clean Up– No one likes to clean but someone has to do it! Contract with the venue to provide clean up service after big events when they need quick turn-arounds for their location (the Erwin Center in Austin pays about \$800 for three hours of clean-up (sometimes less) when you have 30 people present).

Sale of Goods

Bake Sale – It's not just about cakes and cookies! Include preserves and muffins, hold guess-the-weight-of-the-cake competitions and serve refreshments.

Holiday Ornaments – Be creative and ask a few friends to pitch in and help make some pretty ornaments for the holiday season. Sell the ornaments at a local bazaar or fair.

Donuts/Bagels – Everyone needs breakfast! Buy a box of donuts or bagels on the way to work, and sell them at the office for \$1 each!

Garage Sale – This can be done individually or in a group. Gather all the items you want to donate and ask your teammates and neighbors to donate items as well. Be sure to put an ad in the paper, pass out flyers and hang lots of directional signs. Many local papers will publish free ads for garage sales that benefit nonprofits. Check with your local law enforcement agency to see if you can post flyers around town. Ask friends and neighbors to help put up flyers in local churches, supermarkets, schools, etc. Many people are willing to pay more for items when you let them know that all proceeds go to the LAF. Also have a donation jar and plenty of copies of your letter---many people who come for the garage sale will sponsor you.

Movie Ticket Donation – Ask your local movie theater to donate as many movie tickets as possible. Sell them and put the money toward your pledges.

Used Book Sale – Blow the dust off those old books and let someone else read them! Also ask your friends, family and neighbors to donate their old books, and set up a weekend book sale in your front yard. Wear your Peloton Project T-shirt and distribute LAF information so people will know without a doubt where the money is going. Once they learn you're raising money for the LAF, they may even give you more money!

Auction/Contest Ideas (And the winner is...)

Creative Friends – Ask an artistic friend or local artist to donate a piece of art, jewelry or craft that you can auction off.

eBay.com – Round up goods from your home and from your friends and auction them off on eBay!

Local Theater To Donate Tickets To A Performance – Find out if a local theater would be willing to donate a couple tickets to one of their upcoming plays or musicals and auction them off.

Plastic Duck Race – Have people sponsor a duck and then have a ceremonial launch from a bridge or area along a river. The winning duck gets a prize. Contestants can also decorate their ducks, and the best decorated duck receives a prize, too. It's good to hold your duck race in conjunction with another event taking place near the same river or water source. Make sure to have proper authorization from local parks and recreation department. You can also hold a Hook-A-Duck game! Ducks have a number that corresponds to a prize or have the actual prize written on their undersides. Participants pay a fee and use a net to get a duck. You may have small prizes, but definitely provide a grand-prize for the most victorious duck. Encourage people to donate prizes. If a duck race has never been done in your community, or even if it has, do your best to involve the media.

Poker Run – (for walkers, joggers, bikers, or road rallies)

Participants pay entry fee and are given a map or clues for the route. As participants check in at each periodic check point, they are given a playing card. Best poker hand at the end of the race wins. Potential costs: party at the end, prizes (if not donated), T-shirts, several decks of cards, refreshments and advertising. Non-participants can pay a fee for short-cut directions, tickets to the party and have their cards dealt at the door. You can have more than one category of winning hands.

Road Rally or Bike Rally – Entrants pay a fee and can enter as a team or be placed on a team. Clues are given at each checkpoint as to where the next checkpoint is located. Clues can be placed in different order for each team to prevent copycatting. Time is added for cheating (i.e. speeding, splitting up, etc.). Winning team wins a prize.

Silent Auction – Put together a weekend getaway: a nice bottle of wine, a B&B stay, donated concert tickets, museum tickets or play tickets; then, hold a silent auction for the items. You can either send out e-mail bid forms or have bidders submit a printed form. The highest bid wins the prize and all proceeds go toward LAF. It's a win-win situation!

Travel Agency – Contact a travel agency (it's best to contact the one you may use regularly) and ask if they will donate a travel voucher. You can auction it off at one of your parties. Who doesn't love to go on vacation?

Wine Tasting/Auction – A wine tasting event can bring in a large amount of money. This is a great solo or group activity. Sell tickets for \$15-\$50, ahead of time and invite everyone to bring along a bottle of their favorite wine. People like to share their "good taste" and every bottle someone else brings is less money out of your pocket. Set out some easy, inexpensive snacks such as crackers and cheese. Include a silent auction as part of the event. While people are tasting wines, they can bid on auction items. Try to get the wines and auction items donated.

Corporate/Employer Ideas

Corporate Matching Gift – Ask your company to match the amount of pledges you receive from your fellow co-workers.

Corporate Sponsorship – Identify one or several large companies and contact them directly. They may be willing to sponsor you completely.

Company Grants – Find out if your company offers grants to employees who volunteer their time for charitable causes. If so, you can volunteer your time at a local charitable organization (perhaps one of LAF's Community Grantees) and get "paid" grant money for the volunteer work that you do. You may need a letter from the organization you volunteer for stating that you'll be volunteering in the office and we'd be happy to make that happen.

Company Vacation Days – Ask your boss or human resources director if they can swap one of your vacation days for a day's pay.

Donated Sports Team and Concert Box Seats – More often than not, there are quite a few fanatics that will pay just about anything for seats to their favorite team's games or their favorite band's concerts. Ask a company to donate their box seats to a major sporting or entertainment event in your community and hold a drawing for the seats – the more exclusive the tickets, the better. For sporting events, ask the park to make an announcement about the company donating their box seats.

Dress Down Day – Ask your company to allow an official LAF Peloton Project Dress Down Day. For the privilege of dressing down, employees pledge \$20.00 towards your fundraising efforts.

Meet the Press – Take advantage of your company newsletter or inter-office e-mail. It's a perfect way to get the word out to your co-workers.

Office Fundraising Challenge – Encourage your co-workers to challenge each other to raise the highest amount of money for the LAF. Give the "winner" a prize, such as movie passes or a gift certificate to a restaurant of their choice. Make your efforts visible in your office, break room or cubicle –paper the walls with Peloton Project posters and brochures.

Wear A Logo – Tell your employer you'll wear their logo on your sleeve if they sponsor you - the bigger the sponsorship, the bigger the logo.

Restaurant/Bar/Retailer Ideas

Ask Local Bartenders To Donate A Portion Of One Day's Tips – Ask the bartenders at your favorite bar to donate tips from one night. Create a sign for the bartender to place on the bar stating that "All tips collected tonight will go directly to Joe Rider who's XXX miles to raise money for people living with, through and beyond cancer." If the bar patrons see that sign, they may be willing to dig a little deeper in their pockets!

Ask Local Restaurants To Place A Money Jar At The Front Of The Restaurant – Check with the restaurant manager at your favorite restaurant. The restaurant may be willing to place the jar in a high traffic area so lots of patrons can see it.

Ask Local Waiters/Waitresses To Donate A Portion Of One Day's Tips – Ask your local waiters and waitresses to donate a portion of their tips to your cause.

Benefit Party At A Local Bar Or Nightclub

Call the manager and say "I am a volunteer with the LAF's Peloton Project and we would like to hold a fundraiser at your club. We will do all the publicity, promoting the fact that your club is hosting a benefit for the LAF and talking about the great band that is playing." If there is usually a cover charge at the club you can say, "It won't cost you a dime, because you can raise your cover charge that night and donate the difference to the LAF for a tax deduction." If there is no cover charge you could say, "That night you can have a cover charge of \$XX and donate the door proceeds to the LAF." The bar generally receives the proceeds from the food and drinks.

Chiropractor – You've gotten up close and personal with them. Now ask them to make a pledge for you!

Contact A Book Store – Ask your local book store for a percentage of their sales for one evening to the LAF. Offer to help publicize the event.

Cover Charge Night – Do you always end up going to the same neighborhood bar? Do they usually have a cover charge? Ask your favorite bar to donate a portion or all of the cover charges for one night, or a portion of the sales from the bar one night, to the LAF.

Dentist – Hopefully you won't have to pull teeth to get your dentist to support your fundraising efforts!

Doctor/Therapist/Veterinarian/Insurance Agent – Instead of writing them a check, why not ask them to write YOU a check?

Fundraising Dinner At Local Favorite Restaurant – Do your local restaurants know you on a first-name basis? Ask your favorite restaurant to host a Fundraising Dinner for your Peloton Project efforts! They supply the chow and you supply the sponsor tickets!

Good Karma Tipping Jar – There's a reason coffee shops use those tip jars—they work! Everyone always has a little extra change. Tape a picture of yourself near your bike and give a short explanation of why you're raising money. This will motivate people to donate!

Gym – The gym can be more than just a place for you to work out. Your fellow gym members will be riding those endorphins after a great workout and will love the opportunity to donate! Ask your gym to place a Pledge Jar at the front desk. Leave a stack of your sponsor tickets at the counter, too.

Hair Salon – Ask your barber or hairdresser to donate two dollars of every haircut they complete during one weekend.

Local Stores – Electronic and toy stores always have some kind of "hot" item. Ask a local store manager what the hottest-selling item is these days and then ask if the store would be willing to donate a percentage of the sales from that particular item to you.

Mechanic – You have paid them loads to work on your car. Now it's time to ask them to give a little back to you!

Pub Quizzes – A fun, competitive way to capture an audience in the bar!

Radio Station – Call your favorite radio station and ask them to make an announcement on the air about your fundraising efforts. They may even decide they want to interview you! Let them know that donations can be sent directly to the LAF on your behalf.

Restaurant Donations – Contact a local restaurant and ask that a portion of their business be donated to the LAF. For example, ask a local restaurant to donate 20% of dinners purchased between certain hours during a specified time period.

Spinning Class – Take a stack of sponsor tickets with you and ask your spinning instructor to make an announcement during class.

Wine/Beer Tasting – Ask a local restaurant to donate a portion of the profits of a wine tasting if you bring participants. This can also be done as a beer tasting in a pub or bar. Newly opened bars might especially be looking for some publicity, and also look into any local wineries or breweries.

Yoga Instructor – You have pushed the limits of your flexibility for them...now it's time for them to flex their checkbooks for you!

Other Sources of Donations

Alumni Organizations – Ask your alma mater to place an ad in the alumni newsletter asking for donations.

Answering Machine Message – Tell everyone who calls you about what you're doing, and let them know you need their support!

Barbeque – Mmmmm...brisket! Hold a barbecue in a private garden or on hired grounds (the latter requires a budget). Sell tickets in advance.

Beneficiaries – Get to know them well. It will be impressive to a potential donor if you know exactly where their money is going.

Bicycle Companies – Contact a couple of the big bike companies in town. Tell them what you're training for and ask them if they would like to sponsor you for the entire amount! They love Lance! You may even get some cool riding gear, too.

Bowling Nights – Plan a fun night of bowling at your local lanes. Ask the owner to waive the cost of bowling and you can turn that money into pledges.

Cycling Event – Organize a bike ride or an indoor spinning event. Local bike shops will often help put on and support a bike ride. Some gyms will hold Spinning Marathons or set up spinning bikes in a mall and let the donors come to you as they shop.

Community Finger Print-A-Thon – A suggestion from a fundraising forum: "We used a company called Kid Safe Child ID Network, Inc. We found them on the web at www.thekidsafenetwork.com. They were able to custom create 2,200 Bio-Docs for the local kids: The event was sponsored by the Chamber of Commerce, so the event was free to the community. Kid Safe did all the work and we just promoted the event. It was very easy to do. After the event, we received a check for \$15,324. Pretty nice for a one day event!"

Distribute Fliers In Your Neighborhood – Distribute fliers in your neighborhood with information about the LAF and inform your neighbors that you will be by in the next few days to collect donations.

Do You Have A Favorite Magazine? – Call the editor and ask them to sponsor you on the Ride. If you've subscribed to a particular magazine for a long time they may be willing to give something back to you. They may even decide to write a story about you if you tell them why you are involved!

"Extra Change In My Pocket" Box - Create these boxes for your friends and family to place on their dressers. At the end of the day they can drop their spare change in the box. Before the pledge deadline, gather the boxes and count the dough!

Fraternities and Sororities – Contact the National Chapter of your college Fraternity or Sorority and ask them to make a donation.

Free Rent! – Ask your landlord to donate one-month's rent to the cause.

Golf Tournament – Find a course that will host a golf tournament to benefit the LAF.

Garden Tour – Check with a local historical society to see if they will sponsor a garden tour of one or several homes in your area. Ask your local newspapers to promote the event.

Is There A Teacher In The House? – Encourage your students to help you fundraise. Facilitate a brainstorming session for your class. Kids are incredibly creative!

It's Your Birthday – This is a very simple way to raise money. It will be a lot easier for your friends and family to write you a check instead of spending hours trying to shop for you!

Kiss Your Mother With That Mouth? – C'mon, everyone does it. Now they'll have to pay for it. Place a Curse Jar in your office and whenever someone says a bad word they have to open up their wallet, grab a dollar and put it in the jar.

Letter/email writing campaign – Write a letter/email including why you are passionate about the cause. Include your personal story and your cancer connection, Lance's story and the mission of the LAF. Your goal is to open people's hearts, in turn, opening their wallets. The more compelling and personal your letter/email – the better. Every Peloton Project member has a different story and a unique reason for joining the Peloton Project...tell yours!

Other Parents – Distribute your sponsor tickets to the other parents in your kids' classrooms, sports leagues and other after-school activities.

Picnics – Picnics are a great place to raise some pledges. Provide the food and pledge sheets!

Pledges For Each Mile You Ride – Ask people to pledge an amount for each mile you ride in the Ride for the Roses.

Postcard Updates – Send a postcard to everyone you have asked for a donation. Tell them how your training is going, how much you have raised, how your honoree is doing and remind them it is not too late to donate if they have not done so already. Many people intend to donate when they get your letter, but it sometimes gets lost in the shuffle. This will remind them of their intention to support you, and it will increase your response rate!

Return Address Labels – Print return address labels for your outgoing mail to make donating easy.

Ride Along – Ask a potential donor to ride along on one of your training rides. Donors may be more willing to donate once they fully understand what you've committed to doing!

Spend A Day In The Park – Sit in the park for a day with a sign that reads, "Stop here to help the Lance Armstrong Foundation." When passers-by stop, be ready to tell them about what you're doing and why you're doing it! Have a flyer or a copy of your fundraising letter on-hand. Include facts about cancer in your letter, or have a separate sheet with facts about different kinds of cancers and the Lance Armstrong Foundation. Be sure to have your donation jar out!

Talented Friends – Do you have friends who can play piano, play guitar or sing really well? Ask the owner of a neighborhood bar to let you bring friends in one night for great cocktails and great music. Charge at the door and let patrons know it's a fundraising event benefiting the LAF.

Your Own Personal Friend Matching Gift – Ask a friend to investigate getting their company to match pledges.

Universities, Colleges, Organizations and Associations – Contact your local schools and organizations and ask if you can put an advertisement in their newspapers or newsletters asking for donations. Some organizations may even invite you to make a short presentation.

Valentine's Day Pledge – Everyone loves getting a little love and attention on the nation's 'most romantic' day! Have your valentine write you a lovely check and put it in a card addressed to you.

Web Site Creation – Create your own Web site about your Peloton Project journey. Send an e-mail to everyone on your contact list and invite them to visit the Web site and donate.

Will You Be My Neighbor? – Write a letter to all the neighbors on your block or in your building stating why you support the LAF. Attach an LAF fact sheet and ask them to make a donation on your behalf.