

Fundraising Ideas

for our *Hope & Heroes* partners in support of
Childhood Cancer Awareness Month



GIVE THEM
HOPE
BE THEIR HERO
Hope & Heroes
Columbia University Medical Center
www.hopeandheroes.org

- Collect “extra” change:** Feature a collection canister at cafeteria/sundry shop, near the register for employees/guests to drop their change into.
- “Round Up” days:** Round up sales to the nearest dollar at cafeteria/sundry shop during September, with proceeds to benefit **Hope & Heroes**.
- Beverage Refill:** Sell oversized cups in the cafeteria. Charge \$1 for refills during September. All proceeds to benefit **Hope & Heroes**.
- Penny Drive:** Team competition. Feature and label team jars; pennies represent a positive contribution, while silver or paper money represents a subtraction (in other teams’ jars!). Highest positive total at month’s end... wins!
- Employee Drawings:** Distribute tickets for a donation. Host weekly drawings to win gift certificates to local restaurants, sporting events, stores, etc.
- Prime Parking Spot Sales:** Allow employees to purchase prime parking spots. Or host a drawing.
- Manager Job Switch Sale:** Allow employees to “purchase their manager” to perform their job for an hour/half-day/full day.
- Baby Photo competition:** Scan baby photos from company leaders and post or circulate online. Allow employees to donate \$5 to **Hope & Heroes** to try and match the correct photo with each leader. Award a prize for the most correct answers.
- On-Site Food Sales:** Set up tables in morning or during lunch to sell donuts, bagels, hot dogs, pizza slices, with all proceeds to benefit **Hope & Heroes**.
- Adopt-A-Specialist Day:** Organize the sale of special services (offered by other employees) for the day, e.g. Personal coffee service for the day, Personal shopper, Lunch provided and packed for the week, Errand servant, etc.
- Relaxation Day:** Bring in a local massage therapist to perform neck & back massages for a donation.
- Earn a Button/Drawing:** Employees receive a button with a number after supporting a **Hope & Heroes** fundraising activity that week. Weekly, a number is selected identifying a winner of a prize.
- LifeSaver Candy Sale:** Sale of LifeSaver candies with the messaging, “Become a LifeSaver”.
- Sports Event:** Set up a tournament for any sport (basketball, softball, bowling, etc.). Team entry fees are donated to **Hope & Heroes**. The winning team gets a prize – and office bragging rights!
- Jeans Day:** Allow employees to wear jeans on Friday for a \$5/10/15 donation to **Hope & Heroes**.
- Social Media:** Promote on social media channels, client e-communications, website and blogs with a “Donate Now” button that links to a co-branded **Hope & Heroes** donation page.
- Cause Marketing:** Consider donating \$10 to **Hope & Heroes** for every new member, new account, etc. during the month of September.
- On-Hold Messaging:** Instead of elevator music, play recorded messages about **Hope & Heroes** while customers are on hold. Hope & Heroes can coordinate.
- Donation Equivalencies:** Use our donation equivalencies sheet to create a goal for employees and consumers to achieve.