



FUNDRAISING IDEAS

Organizing a fundraising event is one way to support The Michael J. Fox Foundation and raise awareness and funding for Parkinson's research. To get you started on your way, we have compiled a list of fundraising ideas that have been proven to be successful for businesses and individuals just like you. The list is for reference only and is certainly not comprehensive, but it can be a starting place for your own creative efforts - fundraising ideas are endless! Please note the list may serve as a guide in your planning, however, The Fox Foundation does not specifically recommend or take any responsibility, financial, legal, or otherwise, for your fundraising efforts.

Quick Tips:

GETTING STARTED:

Make the commitment and set a goal. Be aware that fundraising is fun, but it can also be considerable work. You may want to start small and expand on a successful event. Reach for the stars, but be prepared to make the time commitment to hit your target.

BRAINSTORM:

What type of event will work best in your community or school? What time of day or year is most advantageous for your fundraiser? Who will be targeted to attend or participate (sponsors, ticket buyers, donors, etc.)?

DEVELOP A PLAN:

Start a calendar and break down your fundraising goal into smaller goals. Schedule due dates for yourself and do your best not to procrastinate. Remember, successful fundraising is intentional, planned and intelligently executed.

INSPIRE OTHERS:

Share with your donors why funding research for The Michael J. Fox Foundation is important to you. They will be moved to help by your commitment. If you are finding it difficult to ask for donations, remember, you are not asking for a contribution for yourself, you are asking on behalf of more than six million people worldwide living with Parkinson's disease. Finding a cure for them has never been more urgent.

FOLLOW THROUGH:

Follow through is the key to fulfilling your goal. Sometimes requests can get lost in the shuffle. Do not be afraid to send a gentle reminder to your supporters letting them know that there is still an opportunity to give. Follow up with individuals who have pledged to help and always remember to thank your donors.

STUDENTS GIVE BACK

Fundraising Ideas for Students, Faculty and Grads

- **Alumni Organizations**
Ask your alma mater to place an ad in the alumni newsletter asking for donations to benefit Team Fox.
- **Dance-a-thon**
Plan a dance marathon in your gymnasium.
- **Read-a-thon**
As an individual, class or school, collect pledges per book read.
- **Pancakes for Parkinson's**
Host a pancake breakfast on school grounds.
- **Sororities/Fraternities**
Contact the national chapter of your sorority or fraternity and ask them to make a donation to Team Fox or to host a fundraiser of their own.
- **Tailgate**
Show your school spirit and organize a barbeque or tailgate before the big game.
- **Talent Show**
Organize a talent show on campus and charge guests who attend. Let them know that ticket sales will benefit Parkinson's research.
- **Teacher's Pets**
Faculty members, encourage your students to help you fundraise. Make it a class project and teach children the valuable lesson of philanthropy.
- **Tired of that Uniform?**
Approach your principal with a "Blue Jeans Friday" or "Dress-Down Day". Allow students to purchase casual dress allowances with proceeds benefiting The Michael J. Fox Foundation.

FOR SALE

Auction, Goods and Services for Fundraising Dollars

- **"At the Car Wash"**
Offer to wash your friends' and family members' cars and donate the fee to The Michael J. Fox Foundation. Host a larger car wash in your company lot or see if a local organization will let you use their property.
- **Bake Sale**
Cookies and muffins and cakes, oh my!

FOR SALE CONT'D

- **Barter your Talents**
Are you great with kids? Do you have a green thumb? Are you a Mr. or Ms. Fix-it? In return for a donation, offer to do neighborhood chores such as gardening, or teach swimming lessons, or tutor computer skills, or baby sit, or ...
- **Dog Wash**
Suds up the pups for Parkinson's research.
- **Garage Sale**
It's never too early to start spring-cleaning. Collect goods from your basement, attic and garage. Ask your friends to search their homes for unwanted items too. Place an ad in your local paper and post flyers at community college campuses, churches, supermarkets, etc. Host a neighborhood garage sale and pool the proceeds to help fight Parkinson's.
- **House Sit**
If a friend or family member is going out of town, offer to look after their place while they are on their trip.
- **Pet Sit**
Kennels can be expensive. Offer to look after someone's pet while they are gone and have your fee support The Fox Foundation.
- **Silent and Live Auctions**
Hold an auction for donated items such as trips (put those frequent flyer miles to good use), tickets, etc. Offer a few "mystery" prizes such as a piece of jewelry wrapped in a brown paper bag.
- **Used Book/CD Sale**
"When I get a little money, I buy books; and if any is left, I buy food and clothes." - Desiderius Erasmus. Ask your friends and family member to donate their old books and CDs and set up a sale in your home or yard.

GAME ON

Sports Fundraisers for Athletes and Everyone

- **Competitive Racing**
The race is on to find a cure for Parkinson's disease. Dedicate your efforts in a 5k, adventure race, triathlon or marathon to The Fox Foundation and ask your friends and family for support.
- **Cycling/Bike-a-thon**
Organize or participate in a bike ride for The Fox Foundation. Contact your local bike shops for sponsorship. Too cold to ride? Some gyms hold Spinning Marathons in their facilities.
- **Exercise Classes**
Ask your Pilates, yoga or kickboxing instructor to make an announcement during class about your fundraising efforts and how to help.

GAME ON CONT'D

- **Go Climb a Mountain**
Accept the physical challenge of mountain climbing while committing your self to the personal challenge of fundraising. Seek sponsors to help you reach the top.
- **Putting for Parkinson's**
Find a golf course that will host your organized tournament to benefit The Fox Foundation. Offer Mulligans for sale and raffle prizes to increase donations.
- **Strike Out Parkinson's**
Organize a bowling event or tournament at your local lanes. Ask the owner to waive the rental costs and turn that money into sponsorship dollars.
- ***"Take Me Out to the Ball Game"***
Coordinate with a local sports team to purchase a large group of seats at a discounted or donated rate. Sell the tickets, charging more to family and friends. Contact the stadium to have your name and The Fox Foundation in lights!
- **Tournaments**
Put together a soccer, basketball, football, baseball or softball tournament in your area. Contact local club teams for support. Incorporate a free throw shoot out or field goal contest to liven the event.
- **Walk-a-thon**
Organize or participate in a walk-a-thon for The Fox Foundation. Contact your local sporting goods/shoe stores for sponsorship. Weather a problem? Try an indoor track at your local college or high school campus. You can also ask your gym to open their facilities and allow participants to use treadmills. Each walker can collect pledges per mile walked.

IT'S BUSINESS

Getting Money from Places Where You Spend Money

- **Cover Charge**
Are you a regular at a local bar or club? Is there a cover charge? Arrange for a portion or all of cover charges to be donated for one evening to The Michael J. Fox Foundation.
- **"Dear Editor"**
Are you a long time subscriber to a favorite magazine or daily? Ask the editor to sponsor you in your fundraising efforts. Compelling stories make great human-interest pieces.
- ***"Doctor, Doctor, Give Me the News"***
Ask your general physician, dentist, chiropractor, etc. to support your fundraising efforts.
- **Patrons of the Arts**
Approach your local theatre or museum for donated tickets to auction.

IT'S BUSINESS CONT'D

- ***“The Butcher, the Baker, the Candlestick Maker”***
Ask businesses to make a pledge in return for your faithful patronage. If a monetary gift is not possible, ask for a raffle prize such as a dinner entrée for two, an oil change, a pound of coffee, a dozen bagels, 10% off haircut, etc.
- **Retail Therapy**
Coordinate with your favorite store to have a percentage of profits from store sales, proceeds from a particular item or promotion's sales or a one-day sale's proceeds benefit The Michael J. Fox Foundation for Parkinson's Research.
- **Tips**
At your favorite restaurant or watering hole, ask the wait staff and/or bartenders to donate a portion of their tips for the evening. Be sure to publicize the event and you will find patrons more generous with their gratuities.
- **Travel Agencies**
Contact your travel agent and ask them to donate a travel voucher. Auction the vacation prize.
- **Work it Out**
Ask your gym to place a “Change for Change” jar at the front desk.

WORKING 9 TO 5

Employer/Corporate Fundraising Ideas

- **Annual Events**
Turn your company picnic or holiday party into a fundraising opportunity.
- **Box Seats**
Ask a company to donate their box seats to an entertainment or major sporting event in your community. Hold a drawing for the tickets.
- **Casual Dress Day**
Approach your Human Resources department with a “Blue Jeans Friday” or “Dress Down Day”. Allow employees to purchase casual dress allowances with proceeds benefiting The Michael J. Fox Foundation.
- **Change for Change**
Place a jar or can in a strategic position in the office and explain that all contributions will go toward The Michael J. Fox Foundation for Parkinson's Research. It always helps to start with some seed money of your own, to show others your commitment.
- **Coffee and Donuts**
Set up a latte bar in the office and get Krispy Kreme donuts donated to sell.

WORKING 9 TO 5 CONT'D

- **Corporate Sponsorship**
Identify one or several large companies and contact them directly. If you are planning an event, offer to mention the company name/logo on materials such as invitations, programs or press releases. Please note, The Foundation should be informed of any corporations or businesses who are approached for underwriting or contributions for your event, so as not to overlap with existing Foundation fundraising activities.
- **Matching Gifts**
Find out if your company has a matching gift program. Ask your fellow co-workers for pledges and approach your employer to match their support dollar for dollar. Matching gifts is a great way to double your donations, and at no extra cost to your donors!
- **Office Fundraising Event**
Invite everyone to a fundraising party at work. Provide a pizza lunch and share with them your commitment to funding research to cure Parkinson's now. Encourage your co-workers to challenge each other to raise the highest donation amount. Offer the "winner" a prize such as movie tickets or a restaurant gift certificate.
- **Parking**
Auction prime spots in the office parking lot for one-week blocks.
- **Payday**
Employees may elect to have a certain amount deducted from their salary to donate to The Michael J. Fox Foundation.
- **"President for the Day"**
Going to the highest bidder to serve as the President, including meetings, agendas and lunch with the real president.
- **Snack Break**
Buy bulk candy and sell it at work. You'll be amazed how much a person might pay for an afternoon treat at 3:00 PM!
- **Vacation Days**
Ask your supervisor or Human Resources department if you can substitute one of your vacation days for a day's pay. Encourage your co-workers to do the same.
- **V.P. Auction**
Auction off executives' time at the bequest of the highest bidder for work-related activities such the mail run.

YOU'RE INVITED

Special Event Ideas

- **Award Nights**
“May I have the envelope please.” If you are a Golden Globe, Oscar, Emmy, Tony or Grammy fan, gather with friends to see which stars will be this year’s winners. Create ballots and have guests enter a pool based their predictions. The person with the best guesses wins a portion of the pot and the rest goes to The Fox Foundation.
- **Barbeque**
Hold a cook out in a park or private garden and sell tickets.
- **Chili Cook Off**
Contestants enter to win a prize. Supply your own judges and have guests pay for the tasting.
- **Concerts**
Whether you prefer the symphony or old time rock and roll, concerts can be one of the most fun and successful ways to fundraise. Showcase one performer or a few and sell tickets to attend.
- **Full House**
Invite the boys or girls over for poker night.
- **Garden Tour**
Organize a garden tour of one or several homes in your community. Provide light refreshments and advertise through your neighborhood historical society or local nursery.
- **Movie Night**
Pop the popcorn and bust open the Junior Mints. Movie nights with friends are a fun and easy way to raise money. Find access to a screening room or local drive-in and you can invite even more guests. *Back to the Future* anyone?
- **Scavenger Hunt/Road Rally**
Participants pay a fee to enter as an individual or team. Clues are given at each checkpoint pointing to the next checkpoint. Clues can be placed in different orders to avoid teams following/copying one another. Penalties for speeding, splitting up or cheating add to time total.
- **Super Bowl Party**
“Are you ready for some football?” Host a Super Bowl get together and raise money at the same time. Everyone scores!
- **Theme Party**
Host a theme party (50’s, luau, etc.) and charge per person to attend.
- **Tying the Knot**
In lieu of wedding gifts, ask your guests to make a donation to The Michael J. Fox Foundation on your behalf for your special day. Have them honor your commitment on your anniversary too.

YOU'RE INVITED CONT'D

- **Season/Series Finales**
Whether you are hooked on LOST, in love with The Bachelor, or waiting to find out who will be America's next idol, top model or apprentice, TV shows provide memorable finales and great fundraising opportunities. Charge your guests at the door and turn on the tube.
- **Wine and Cheese Parties**
Ask a local restaurant to donate a portion of a wine tasting if you bring participants or recruit local suppliers to donate wine and cheese and serve in your own home to ticket buyers. You can also invite ticket holders to bring along a bottle of their own favorite wine to share their good taste.

AND FINALLY

Miscellaneous Fundraising Ideas

- **Amateur Night**
Can you or someone you know play a musical instrument or sing? Ask the owner of a neighborhood bar or coffee shop to let you bring in guests one evening for entertainment and refreshments. Charge at the door and let patrons know it's a fundraising event for The Michael J. Fox Foundation.
- **Community Finger Print-a-thon**
Log on to www.thekidsafenetwork.com and click on the "Fundraising" tab for more details.
- **Environmentally Friendly**
Collect recyclables and ask your neighbors to do the same.
- **Letter Writing/Email Campaign**
Write a letter/email sharing your commitment to find a cure for Parkinson's disease. Browse through your Rolodex and holiday card list to reach out to people you interact with everyday, people from your past and those with whom you do business. You never know who may have a personal connection to Parkinson's disease or who is looking for an opportunity to give. The more personal your letter, the more compelling you will be. Mention your fundraising goal and provide information about Parkinson's and the latest advances in research funded by The Michael J. Fox Foundation.
- **World Wide Web**
Create your own website or blog about your efforts to fund the research to find a cure for Parkinson's disease. E-mail everyone on your contact list and invite them to visit your site and donate.
- **"You Say it's Your Birthday"**
Ask your friends and family member to write a check to The Fox Foundation in lieu of birthday gifts this year. Try it again this holiday season.