



50 Fundraising Ideas

1. Lead by example and make a **personal gift**. We recommend \$100 per walker.
2. **Personalize your fundraising page** with text about why you Walk for Life and photos of the person you honor.
3. Request **ALS Walk for Life posters** and distribute them throughout town. Add a label with your team link so community members can donate directly to your team page.
4. Request **ALS Walk for Life postcards** and distribute them throughout town. Add a label with your team link so community members can donate directly to your team page.
5. Send **emails** to everyone you know with a link to your personal fundraising page.
6. Utilize the tools in your **Participant Center** to help you fundraise.
7. Set an **ambitious fundraising goal** and ask previous donors to donate 5% more than last year to help you achieve the goal.
8. **Provide regular updates** about your fundraising progress to current and previous donors so they know what else needs to be done in order for you to achieve your goal.
9. Reach out to everyone on your **holiday card list** and ask for their support.
10. Children can **babysit** and donate their earnings to your Walk team.
11. Place flyers about the Walk in mailboxes throughout your **neighborhood**.
12. Organize a **block party** where neighbors can support your efforts.
13. **Give up purchased coffee** and donate that money to your Walk team.
14. Reach out to your **alumni organization** and ask to include a short note in an upcoming newsletter soliciting donations.
15. Make an **announcement at your place of worship** and leave a collection tin in the lobby.
16. Create a **fundraising committee** to help expand your donor circle.
17. Post your personal fundraising page on **Facebook** and ask followers for support.
18. Start a **fantasy football draft** where half the pot benefits your Walk team.
19. Host a **happy hour** at a local bar and collect donations at the door.
20. **Pack your own lunch** and donate lunch money to your Walk team.
21. Ask a local restaurant for an **ALS Walk menu special** where a portion of the proceeds from a certain night or dish will be donated back to your Walk team.
22. Clean out the basement and host a **garage sale** with proceeds benefiting your Walk team.
23. Ask your company for a **challenge grant** where if you raise a certain amount of money in a given timeframe, they will match 2 for 1.



24. Send a solicitation letter/email to your **hairstresser**.
25. Hold a **neighborhood carwash**.
26. Place an ALS coin bank at your **dry cleaner** to collect spare change and bills throughout the month of September.
27. Have your children start a **lemonade stand** over Memorial Day weekend.
28. Ask your workplace for a **casual Friday** where employees pay \$5 to wear jeans and the proceeds benefit your Walk team.
29. **Expand your audience** and remember that it doesn't hurt to ask!
30. Solicit **local businesses** you frequent.
31. **Challenge your friends** to forward your message to five of their friends.
32. Place an ALS coin bank at your **gym** to collect spare change and bills throughout the month of September.
33. Plan a **game night** with friends or neighbors with proceeds benefiting your Walk team.
34. Let donors know that **every penny counts** and that no donation is too small.
35. Pitch your story to **local media** to help spread the word.
36. **Be prepared** to solicit a donation by keeping extra fundraising letters with you at all times.
37. **Know your facts** about how the money is used and why there is still a huge need for additional funding.
38. Plan a final **summer BBQ** and ask that guests make a contribution in lieu of hostess gifts.
39. Read *The Luckiest Man, the Life and Death of Lou Gehrig* at **book club** and ask group members for support.
40. Ask friends to help you organize a **bake sale** at your children's school.
41. Provide **tangible examples** of how specific donation amounts help people living with ALS.
42. Ask for donations in lieu of **birthday gifts**.
43. Host a **karaoke night** where guests sing for pledges.
44. Ask your company if they will match your gift with a **corporate matching gift**.
45. Post event details on **online community calendars** – simply visit your local newspaper or radio station's website to submit.
46. Don't be afraid to **ask for help**.
47. **Follow up**, send reminders and ask again if you don't hear back the first time around.
48. Offer to **pet sit** for your neighbors.
49. Always **remember why you Walk for Life** and let that serve as your motivation.
50. **Have fun!**

