

# Relay For Life Fundraising Idea Sheet

## “Individual Fundraising”

**Letter Writing** – How to raise lots of money with a letter writing campaign

- **Compose a one page letter-** Write your own as if you are sending in individually to a close friend. Adjust one copy to be sent via email; the other for regular mail.
- **Both versions should begin with a quick apology for the impersonal nature.** Include a preface that as a friend. You thought they would be interested in this important cause.
- **Send it to EVERYONE who has ever sent you something!** For the emails blind copy them all. They do not need to know who else is receiving your note. If you Relay has a web-site use the Relay On-Line tool
- **Balance Fact with feeling-** Include what Relay is (fact); why you are involved/ what it means to you (feeling); where and when your Relay is, what the money goes (facts); describe the luminaria ceremony and how to purchase one (feeling); remind them to seek a company matching gift if offered; and, on the back of the letter recreate a receipt and a luminaria sign-up form.
- **Early on, make the ask-** Don't limit your donors, but ask for a specific range. Ask for, “\$10, \$20, \$50 or whatever your budget will allow.”
- **Give a 10 -day deadline for response-** People respond when there is a sense of urgency. Tell them to write the check to the American Cancer Society and send it to your address.
- **Copy the letters and before stuffing into the envelope,** handwrite in colored ink, on top of the letter the person's name and a quick line, “Hope you can support me.” Sign it to add the personal touch.
- **Include a self addressed stamped envelope**

**Errand Service-** Offer to run errands for friends and family for a suggested donation.

**Bouquet of Flowers-** Ask a local florist to donate one bouquet of flowers a month. Ask friends, family members and co-workers to make a donation to win a chance at a beautiful bouquet.

**Romance-** Cater a romantic dinner for two for a donation.

**Host a Relay party-** Host a party to watch your favorite TV show, sports team, movie or just to hang out. Provide snacks and drinks. Ask each one of your guests to make a donation to the Relay.

## Relay For Life Fund-raising Idea Sheet

### “Team Fundraising”

**Book Sales** – Dust those bookshelves and have a book sale for donations

**Garage Sales**- All profits benefit Relay For Life

**Gift Wrap Booth** – Teams can set up at the local mall or in a particular store.

**Jail and Bail** – An old American Cancer Society fundraiser. For a donation, employees can be arrested. For an additional donation, they can post their own bail. Those who are arrested are not set free until the entire bounty is raised.

**Relay For Life Luncheon**- Pick a theme and invite your friends and associates. Invite a guest speaker to present information on an interesting topic, such as financial planning, travel or gardening.

**Poker Plays Pay**- Invite 10 people over for a round of charity poker. Send invitations explaining your Relay For Life participation and request everyone brings \$25-40 mad money. If you can recruit a few friends to help you, try this on a larger scale and hold it in your church basement or local school. Provide refreshments.

**Car Wash**- Get your team together for a local town car wash.

**Deliver Meals**- Have a meal day where your team will cook and deliver breakfast, lunch or dinner to other businesses in town. Fax them a few days ahead of time to inform them of the menu, donation amount and how to order.

**Envelopes at Restaurant Tables** – Teams generate donations by placing a Relay For Life envelope at every table, stating “Please Support Our Relay For Life Team and the American Cancer Society.” Waitresses check envelopes after every seating.

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## “On-site Fundraising

### Ask for a donation in exchange for

- Food and drinks – have a tip jar
- Have a local business donate an item and have a chance drawing
- Face painting
- Play board games – make a donation to play (great late night activity)
- Massages
- Glow necklaces
- Baked Goods
- Disposable cameras
- Have several items donated and have a silent auction
- Hawaiian leis or Mardi Gras beads
- Caricatures
- Puppet shows
- Plant or craft
- Fudge shop
- Moons and stars – hang them on a display or all around your campsite
- Softball toss

**Hole-in-one try** - Set up a portable putting green for a donation let people try and putt the ball in. Put everyone's name in the hat that makes it and draw for a prize.

**Kissing Card** – for donation gets to put on lipstick kiss card best lip prints wins

**Make a Difference-** Dedicate A Song – Ask Relays to donate \$5 to have a dedication and special song played for the person they are walking for at Relay.

**Extra Campsite Supplies-** Have extra supplies available for a donation those Relayers who do not come prepared (toothbrushes/toothpaste, extra socks, toilet paper, bug spray, sun screen, baby wipes, fans)

