

 American Diabetes Association®

# StepOut<sup>SM</sup>

*Walk to Fight Diabetes*

## FUNDRAISING IDEAS FROM A-Z

 American Diabetes Association®  
*Cure • Care • Commitment<sup>SM</sup>*

## A

- Ask everyone you meet – Even if you have sent out letters, be sure to carry a sponsor/donation form with you so that when you talk to people about **Step Out: Walk to Fight Diabetes**, you can ask them to donate right then. Take those sheets with you to meetings, appointments, activities, et cetera. When you carry a sponsor/donation form with you, indicate your own contribution at the top. Make sure the top few donations are more significant. Other people are apt to follow suit. Conversely, if you start with a \$5 contribution, others may follow with \$5. Do not prejudice whether people will give. Let me say no or ignore your letter rather than not ask.
- Auction off a prime parking space at work.
- Auction off a half or whole day off from work (with the bosses permission).
- Auction yourself to work a day for someone.
- Auction off a picnic.
- Auction off the boss - Have the boss or department head as your assistant for a day at work (with boss's permission).

## B

- Babysitter services – Babysitters are always a commodity!
- A “No-Bake Sale” – Co-workers pay so they don’t have to bake goodies.
- Barbecue Lunches – Prepare and sell barbecue lunches.
- Bartender – Ask your favorite bar if you can bartend for a night and keep all of your tips. Make sure you invite all of your friends to stop by the bar that night.
- Bean Bags – Of course! 1-888-500-8697 or [www.curebeans.com](http://www.curebeans.com).
- Birthday – In lieu of a gift on your birthday, ask your friends and family to make a pledge to your fundraising goal for **Step Out: Walk to Fight Diabetes**.
- Block Party – Have a neighborhood block party...sell food and charge admission.
- Book Sale – Dust those bookshelves and have a book sale.
- “Boss for the Day” – Allow people to bid on being the boss for the day (with the bosses permission).
- Host a Bake Sale.
- Bowling Chance – \$5 gives you the chance to throw 2 balls (toy bowling set). If you strike your name is entered into a drawing two times. If you spare with your second ball, your name is entered into the drawing once. Get someone to donate a nice prize for the drawing.
- Bowl Away Diabetes – Go bowling with friends and collect donations for **Step Out: Walk to Fight Diabetes**.
- Breakfast Sale – Sell breakfast burritos, donuts, et cetera at work.
- Bulletin Boards – Post a message on the bulletin board at work, church or workout facility asking for pledges.
- Baskets – Ask your local grocer to donate food items and assemble baskets full of fun food and treats.

## C

- Candy (sugar and sugar-free varieties) for sale.
- Carpool for fun and profit
- Clean up with a neighborhood car wash.
- Car Wash – During the business day for customers and employees alike.
- Car Bash – Secure an old car. Write in bold letters DIABETES across the car. For a donation people can “smash diabetes” three times with a sledgehammer.
- Casual Day – “Dress down for Diabetes” - employees pay to dress casually.
- Change – “A Little Change Makes A Lot of Cents” – bank and credit unions post this message at a teller line, “donate the ‘cents’ from your deposit to **Step Out: Walk to Fight Diabetes** and help fight

diabetes. Some radio stations may gladly put your challenge on the radio. Or ask your favorite restaurant to put out a jar for donations of spare change.

- Chat rooms – Post a message in a chat room on the Internet. One participant raised \$700 from people across the country they didn't even know.
- A HOT-HOT-HOT Chili cook-off!
- Color Pledge Forms – Print your pledge form on colored paper so that it will stick out in a stack of bills and other correspondence.
- Comedy Club – Ask a local comedy club to host an evening in support of **Step Out: Walk to Fight Diabetes**. Invite all your friends and family and sell tickets.
- Computer Graphics – If you are good with computers, make nice cards and give them away for pledges.
- Concert – If you know, or get to know, musicians and ask them to perform a benefit concert. Tell people that their admission ticket is a donation to **Step Out: Walk to Fight Diabetes**. Invite a caterer to donate food and collect pledges for food and drinks also.
- Cookbooks – Collect recipes from employees, have them published, and sell them. These can be produced for approximately \$2 each and sold for \$7-\$10.
- Corporate Sponsors – Identify one corporate sponsor that you can ask for a large donation.
- Creative Friends – Find a local artist or ask a creative friend if they would donate a piece of art or some jewelry that you can raffle off.

## D

- Delegate – Give 10 friends 10 pledge forms and ask them to get pledges for you. Reward the friend who raises the most pledges with a home-cooked meal or dinner out.
- Dinners, Dinners, Dinners – Spaghetti dinners, gourmet feasts, Cajun style red beans and rice, et cetera.
- Host a Theme Dance or Party – Sock hop, beach party, disco, square dance, dance for senior citizens, et cetera.
- Deliver Meals – Have a meal day where you will cook and deliver breakfast, lunch or dinner to businesses in town. Fax them a few days ahead of time to inform them of the menu, costs, and how to order.

## E

- Envelopes at Restaurant Tables – Teams generate donations by placing **Step Out: Walk to Fight Diabetes** envelopes at every table, stating "Please support **Step Out: Walk to Fight Diabetes** and the American Diabetes Association." Waitresses check envelopes after each seating.
- Errand Service – For those who never have time... run an errand service.

## F

- Flowers and Plants - Sell corsages, your extra houseplants, or bouquets from your garden.
- Food Tasting – Hold an international food tasting party.
- Friend-Match – Ask friends who are making a donation to look into their company's matching gift program.
- Fry Day Friday – 6+ weeks prior to the Walk, a dime from every order of fries sold on Friday from a fast food restaurant goes to your total.
- Fundraising Dinner – Ask a local restaurant to host a fundraising dinner for you.

## G

- Game Night – Host a monopoly, poker, or other game night.
- Garage Sale – Get all of your friends to donate items for a super garage sale and have people “buy” things with pledges. Advertise it in a local newspaper. Keep plenty of pledge forms on hand and remember to wear your **favorite ADA gear!**
- Gym – Ask your local gym if you or they can teach an aerobics or Spinning class as a benefit for you.

## H

- Hair Salon – Ask your hair salon if they would donate \$2 of each haircut over a weekend to you.
- Happy Hour – Wear a Step Out t-shirt to Happy Hour and ask people to sign your shirt for \$10. Ask the DJ to announce that you are in the bar.
- “Hats for Diabetes” – A middle school student asked his dad if he could be on dad’s team. His dad agreed if he raised his own \$150. The middle school student asked his Principle for permission for all students in the school to be allowed to wear hats at \$.50 a day for a month. At the end of month, the student has raised \$1,100.
- “Hot Dog for Diabetes” – A Principle at an elementary school agreed that if *ALL* the teachers raised \$150 each, he would dress up like a hot dog and let the students squirt ketchup, mayonnaise and relish on him.

## K

- Karaoke Nights – Collect a pledge for each song you sing.

## L

- Lawn Service – While you are mowing your lawn, mow someone else’s.
- Letters – Write one letter for friends and one letter for business associates. If you use a computer to personalize your letter (or if you hand-write them), thank them for the specific amount they gave last year.
- Letters – Send letters around the middle of the month prior to the event. Consider the last payday before the event, a time when lots of people write checks. Ask to have the checks returned to you by the middle of the month, it’s harder for people to ignore when there is a due date other than the event date.
- Labels – Create return address labels that state, “I’m participating in **Step Out: Walk to Fight Diabetes**. Will you sponsor me?”

## M

- Movies – Rent short videos (old and classic films are great) and have a movie week during the lunch hour. Charge admission and invite employees to eat their lunch while they watch. Charge extra for popcorn.
- Matching Funds – Ask your CEO/President to match the total raised by your team or to be the leading donor for your team.
- Movie Tickets Donation – Ask your local movie theatre to donate movie tickets, and then sell them for pledges.

## N

- Newspaper – Get an article in your local newspaper or neighborhood magazine about you and **Step Out: Walk to Fight Diabetes**.
- Newsletter – Ask your company to publish in the community newsletter an article about you and **Step Out: Walk to Fight Diabetes** requesting support.

## P

- Pancake Breakfast.
- Payroll Deduction – Employees can make their own contributions by having it deducted directly from their paycheck.
- Penny Jar.
- Pet Service – Walk someone's dog.
- Photography – Take candid shots around the community and sell pictures.
- Pies – Use in season fruits and sell your delicious pies.
- Pin – Create and wear a pin that says "Ask me about **Step Out: Walk to Fight Diabetes**."
- Pizza Night – Ask a local pizza place to donate pizza, and ask friends for pledges for an all-you-can-eat pizza party.
- Place a picture of the person you are riding in honor or in memory of in a highly visible place to remind people of the importance of their participation.
- Play tickets – Ask a local playhouse to donate tickets and then auction them off.
- Pretty Baby Contest – Gather employee baby pictures, have donation jars setup as votes. The jar with the most donations wins. Get prizes donated for the winners.

## Q

- Quilt Raffle.

## R

- Raffle off items donated by local businesses.
- Radio Station – Call your favorite radio stations and ask them to make an announcement on-air or to interview you. People can send pledges directly to **Step Out: Walk to Fight Diabetes** c/o the American Diabetes Association.
- Rec Room Bingo – Make your living room a bingo hall and invite your neighbors. \$10 donations to play. Get prizes donated for the winners.
- Rent Free – Get your apartment complex to donate one month's rent to sponsor you.
- Rock-N-Roll Party – The neighborhood youth can get together for an evening of fun and music in your family room and other parents can pay not to have the noise at their house.
- Romance – Cater a romantic dinner for two.

## S

- Shoe Shines.
- Skate Away Diabetes – Get a group together for roller-skating or skate boarding with each person making a donation.
- Spaghetti Supper – Host a spaghetti supper at a local church. Charge for dinner (spaghetti is cheap to make, you can usually get donations for the ingredients). During the meal, have donated items on display for people to bid on.

- Silent Auction – Ask some local businesses to donate items (i.e., \$10 worth of dry cleaning, book of car washes, free sandwiches and drink, a week of free coffee). Set minimum pledge limits. Hold the auction over a week and notify the winners.
- Sports Challenges – Set up challenge matches between individuals or departments for bowling, tennis, racquetball, softball, or other sports. Charge an entry fee for the athletes and an admission fee to the match.
- Super Box – Ask all of your friends and relatives to put their extra change in it. You can decorate it or cover it with inspirational quotes.

## I

- Talent – Utilize and sell any talent or skill you may have.
- Travel Agency – Ask your travel agency for a plane ticket to raffle off.
- Tupperware Party.
- “Turkey Subs” – Encourage sub/pizza shops to donate a set amount (\$.50) from each turkey sub sold to benefit **Step Out: Walk to Fight Diabetes**.
- Tribute Pledges – A pledge made in honor or memory of someone.
- TV Show Party – Host a party for the premier or finale of your favorite show.

## V

- Vending Machines – Coordinate with your vendor to add \$.05 to the cost of a snack or soft drink prior to the Walk, with the extra nickel going to your account.
- Video Sale – How many times can you watch Forrest Gump?
- Votes – Select three to five well-known and well-liked employees (must be men) to have the employees cast their vote (\$5 donation) for the individual they would like to see dress like a woman. Individuals with the most votes will spend the entire workday dressed like a woman.

## W

- Waiters – Ask the waiters and waitresses in your favorite restaurant if they will donate one day’s tips.
- Water the Garden – Or any other chores you would normally do for free for neighbors, friends, or family.
- Web Site – Create a web site about **Step Out: Walk to Fight Diabetes**, then e-mail everyone on your contact list and invite them to visit your web site. Visit [www.diabetes.org/stepout](http://www.diabetes.org/stepout).
- Wine Tasting – As with any other fundraiser, but especially with this one, the wine *MUST* be donated and all the liquor liability laws must be adhered to.

## Y

- Yard Displays – Place plastic pink flamingos, wooden cows, or even a purple and pink port-a-potties in the front yard of unsuspecting donors... request a donation for them to be removed, an additional donation for the homeowner to pick whose yard they are to be placed next, and another donation as “insurance” that they don’t wind up back in their yard again.

## Z

- Ok, so we couldn’t think of anything for z, but you get the idea! Good luck with your fundraising!