

FIFTY WAYS TO FUNDRAISE

Here are 50 ways to help you reach and exceed your fundraising goals. Check out the list below for ideas or come up with your own creative pledge drive!

At Your Place

1. **Theme Party:** Hold a theme party for 10 or more. Ask for \$50 donations and spend no more than \$20 per person on food. You'll raise \$300+ by the end!
2. **Signing Your Correspondence:** Get in the habit of signing your emails and texts with your name and fundraising page link. You'll be surprised how many people ask about it and visit your page!
3. **Host a Movie Party:** Pick a new flick, make some popcorn, pour some soda and invite your friends and family over for movie night. Charge an entry fee and/or have your donation link with a Q code ready to go. Every time the word "walk" is said in the movie, everyone antes up \$1 to a donation bowl!
4. **Voicemail Message:** Record a new message reminding those who call you about your efforts. Let them know that you need their support!
5. **Game Night/Poker Night:** Invite your friends over and break out the board games or cards. You can set up a tournament with a small entry fee. Give the winner a prize — maybe a lung health one!
6. **Birthday:** In lieu of a gift, ask your friends and family to donate to your personal page. On Facebook? Host a birthday Facebook Fundraiser to reach connections far and wide.

It's For Sale

7. **Bake Sale:** Channel your inner Julia Child and host a bake sale with friends. You can even have it in conjunction with other sales listed below.
8. **Sell Yourself:** Offer family and friends the opportunity to "decorate" or dress you for the big day. People can sign/draw on your t-shirt, make you a special



head piece to wear, etc., for a fee. You may even win the Most Creative Turquoise Outfit contest!

9. **Garage Sale:** Know all that extra stuff that's been hanging out in your attic, garage or basement? Gather it up and ask your friends to do the same. Put it in the front yard and sell, sell, sell!

10. **Creative Friends:** Find local artists or ask a creative friend if they would donate a piece of art or some crafts that you could auction or raffle off.

11. **Used Book Sale:** Everyone has books lying around collecting dust. Ask your friends, family and neighbors to donate and set up a little weekend book sale.

12. **Online Sale:** Remember that garage sale idea? Instead, you can sell everything online at eBay, Mercari, Facebook marketplace or a similar service.

13. **Movie/Theater Ticket Donation:** Ask your local theater to donate tickets to an upcoming movie/performance. Raffle them off to friends towards your goal!

14. **Sell Space on your Team T-Shirt:** Sell small blocks of space on your team t-shirt you plan to wear at the Walk for a suggested \$10 donation. Encourage donors to write a tribute message. Asking donors to add a message to your Walk attire is a great way to inspire them!

At the Workplace

15. **Raffle:** Everyone that contributes is entered into a drawing for a homemade quilt, dinner for two, tickets to a local sporting event, etc.

16. **Corporate Match Challenge:** Ask your company to match the amount in pledges you receive from fellow co-workers.

17. **Office Fundraising Challenge:** Speak with everyone in your virtual or in-person office and get them to challenge each other to raise the highest amount. Give the "winner" a prize, such as movie passes or a gift certificate.

18. **Change Jar:** Keep a jar on your desk at work and put your extra change in it. Others will join — it adds up!

19. **Meet the Press:** Does your company have a newsletter or inter-office email? Take advantage and get the word out!



20. **Curse Tax:** C'mon, everyone does it. Now they'll have to pay for it. Place a curse jar on your desk and when someone says a bad word, they must open their wallet, grab a dollar and put it in the jar. Work remote? When someone curses in a meeting chat them the link to your personal page to donate.

21. **Office Barista:** Instead of having your co-workers shell out \$3-4 for coffee at the store, offer to make a personal cup of joe for them, just the way they like it.

22. **Company Vacation Days:** Ask your boss or human resources director if they can swap one of your vacation days for a day's pay to go towards your goal.

23. **Dress Different Day:** Ask your company to allow an official LUNG FORCE Walk Dress Different Day to benefit the American Lung Association. For the privilege of dressing casually, wearing PJs or a costume, etc. employees pledge \$20 toward your walk.

24. **Lunch In:** Don't order lunch for a week and donate the savings to your LUNG FORCE Walk team. Ask friends and coworkers to join the "Lunch In" challenge!

At Your Service

25. **Babysitting:** Offer your services and let your friends have a nice, quiet night away from the children.

26. **Pet Sit/House Sit:** Neighbors or friends going out of town? Offer to watch their furry friend or their home while they're away.

27. **Neighborhood Chores:** Are you a Mr. or Ms. Fix-it? A lot of neighbors would rather pay you than someone else. Offer to help with gardening, painting rooms, shoveling snow, etc. in return for pledges.

28. **Errand Boy/Girl:** Offer to be your friends' and co-workers' personal assistant for the day (or maybe just a few hours) in exchange for a larger donation.

29. **Bottle Drive:** Start a bottle drive! Put flyers around your neighborhood, telling people to put their bottles out on a certain day and you'll come by to collect and deposit them. Let your local school and gym know that you'll do the same for them.



In Your Community

30. **Local Stores:** You support your neighborhood shops and now it's time for them to help you! Ask your local grocer, drycleaners, coffee shop, flower market or favorite restaurant if you can put a fundraising jar by the cash register.

31. **Doctor, Doctor:** Ask your doctor/dentist/veterinarian/chiropractor etc. to make a check out for you instead of the other way around!

32. **Hair Salon:** Ask your local hair salon to donate \$2 from every cut they complete over the weekend.

33. **Neighbors:** Write a letter to all your neighbors on your block or in your building. Let them know why you're fundraising and ask them to donate.

34. **Fundraising Dinner:** Ask your favorite local restaurant to host a fundraising dinner for you. They supply the food; you supply the information.

35. **Rock On:** If you know any musicians, ask them to perform a benefit concert. A portion or all the proceeds for ticket sales can go towards your pledges.

36. **Karaoke Night:** Who cares if you can't carry a tune? Spend a Friday night at a karaoke bar and sing your heart out. Have the announcer tell the crowd you're singing for pledges!

37. **Bartender:** Ask your favorite bar if you can guest bartend for a night and keep all your tips. Make sure you invite your friends to come in that night!

38. **Happy Hour:** Wear your team t-shirt to Happy Hour and ask people to sign it for a \$10 donation. Ask the DJ to announce that you're in the bar.

39. **Catch a Coffee Break:** Starbucks has a Starbucks Foundation where employees can advocate support for organizations in their communities.

40. **Pizza Party:** Check out your local [Pizzeria Uno](#), [California Pizza Kitchen](#) or [Little Caesars](#). They both have a great deal to help you fundraise. Ask at other local pizza shops about similar offers.

41. **Local Organizations:** Ask local community organizations you are involved in, such as Rotary clubs, churches, fraternities, sororities, neighborhood associations, etc., to donate or include your story in their next newsletter.



42. **Work the Gym:** Ask your gym if you can put a pledge jar and forms at the front desk! Ask your fitness class instructors to make announcements in class too.

43. **Contact Your Local Paper and Get an Article:** Make sure that you put in information about how people can contribute. And have a photo ready to go!

44. **Running Supply Companies:** Contact a couple of running supply companies (shoe manufacturers/ retailers, sports equipment stores, etc.), tell them what you're walking for and ask them to sponsor you. You may even get some cool gear too!

45. **Speak at a Place of Worship:** Ask your place of worship if you can speak to the congregation about the LUNG FORCE Walk and your commitment following a service and set up a table to collect donations afterwards.

At School

46. **Read-A-Thon:** Students obtain pledges from teachers or family for the number of pages or books they can read in a designated period. Want to up the excitement? Make it a competition and be prepared with a reward for the winner!

47. **Talent Show:** Turn your talent show into a fundraiser — you can sell tickets (either at the door or ahead of time), sell t-shirts, bracelets, food, professional photographs of the performers, and more.

48. **Trivia Night:** Use a ready-made trivia package or put one together yourself, and charge for entry. Raise additional money by selling food and drinks.

49. **Dress Down:** Have a “Dress Down” day or week where students pledge to wear casual clothes to school!

50. **Loose Change Day:** Ask your child's school to have a “Loose Change Day.” Make a flyer encouraging each child to bring in loose change from their house to be donated to the LUNG FORCE Walk. Encourage the school's math classes to assist with counting, predicting and rolling the change. This a a great way to involve the entire school. You can hold this event multiple times.



General Tips

- **Send Reminders:** Send gentle and encouraging reminders to people you've asked to pledge. Let them know about your efforts or how much you've raised!
- **In Memory / Honor of:** If you are walking in memory or in honor of a loved one, include a picture of you with your loved one in your posts, emails, posters, etc.
- **Pledges for Each Step:** Ask people to pledge an amount for every step you take. Small steps really add up!
- **Ask for the Right Amount:** Take a good look at who you are asking for donations and make sure you are asking the right amount. Don't ask for \$100 if you know they can pledge \$1,000.
- **Don't Get Discouraged:** Keep sending out reminders, it often takes several!
- **Know the Cause:** You'll be asked where the money is going and it will be very impressive to a potential donor if you can speak eloquently about the cause. Learn more about the LUNG FORCE at LUNGFORCE.ORG.
- **Start Now:** The earlier you begin fundraising, the better off you'll be. You'll be able to go way beyond your fundraising and team goal!
- **Ask. Ask. Ask. Ask. Ask. Ask. Ask. Ask:** And ask again!

