

FUNDRAISING TIPS TO TAKE YOU ABOVE AND BEYOND

Suggested fundraising events collected from various successful corporate teams

- Friday Jeans Day
- Sneaker Sales (see fun ways to use JDRF sneakers)
- Collection of “Extra Change” at employee cafeteria or near the Register
- Bake Sale
- Go Home Early Campaign- Sell coupons to allow employees to leave work an hour early
- Brown Bag lunch- employees bring their lunch one day and donate the money they saved from not eating out
- Raffle drawing for gift certificates/tickets – restaurant, local store, sporting event, concert, etc.
- Raffle drawing for “prime” parking spots
- Used CD & Book Sale
- Pay to have your boss wear a clown nose, or something else for an hour or a day. If the boss doesn’t want to wear the item, then they would pay above that amount to counter it.
- “Cooking for a Cure” Cookbook Sale
- Donut, bagel, hot dog, or pizza Sales
- Jail A Manager – Place a member of the management “under arrest,” in a predetermined jail – be creative, and charge employees \$1/ minute to keep him/her in jail
- Car Wash
- Golf Tournament/Putting Contest
- Family Day Event
- Personal Letter Writing
- JDRF Bingo
- Create and sell Buttons – Employees who may be unable to walk on the day of the event can donate money to receive a button that reads, “I am walking while I am working.”
- Relaxation Day – Bring in a local massage therapist to perform neck & back massages for a donation.
- Juice Me Up Day – Host a Smoothie (Yogurt) Sale in the cafeteria.
- Children’s Art Show – Collect art (drawings, paintings, sculptures, etc.) from children in the community and host an Art Reception to sell the pieces

Promotional Suggestions

- Elect departmental champions within your building
- Distribute participation-encouraging emails
- Display promotional signs throughout building
- Hold an internal kick-off event
- View JDRF walk video as a group
- Distribute weekly/monthly “Updating” emails
- Include articles (s) in building/department newsletter

Fun Ways to Use JDRF Sneakers

- Sell sneakers to customers or visitors
- Sell sneakers to employees- try charging different amounts for different colors
- Create a ‘Wall of Fame’- Every employee who raises a certain amount gets their name displayed on a sneaker.
- Create a competition between floors or departments to see who can raise the most! Each floor or department gets assigned a different color and whoever sells the most wins.
- Assign a raffle prize to each color sneaker and sell them as raffle tickets. One winner drawn from each color.
- Use a sneaker or sneaker clip art on your invitations to wrap around events! (i.e.- cookouts, pizza parties, putting contests, etc.)