

# Fundraising A to Z

**Heart & Stroke's fundraising A-Z tool is full of original, inventive, and creative ideas to help you breeze past your fundraising goal.**

## A

**Ask:** The easiest way to raise money is to ask your family, friends, neighbours, relatives, and anyone you know to make a donation. Explain your commitment and why you are involved.

## B

**Birthday giving:** Ask your loved ones to donate instead of buying you gifts.

## C

**Crafts:** Turn your hobbies into a fundraising activity and get crafting.

## D

**Dinner party:** Pick a theme and host your own fundraiser party.

## E

**Email everyone:** Reach out to everyone in your network to ask for donations, then expand your reach by asking your contacts to ask five people in their networks to donate too!

## F

**Facebook Fundraising:** Share your fundraiser link along with your reason for participating and a picture of the person you are honouring.

## G

**Games night:** Get your friends/family together for a fun day and/or night of board games, bingo or trivia. Host the event at home, or at a local restaurant and charge each player a set fee 'per game' played.

## H

**Healthy Walks:** Setup an evening walking club and invite your neighbours to join in return for a small donation.

## I

**Instagram:** Share your Ride for Heart campaign journey on Instagram and encourage your followers to donate.

## J

**Jog-a-thon:** On your own or as part of a group collect pledges from donors for every lap you run or walk around a track. The more laps you complete, the more money you raise for Heart & Stroke!

## K

**Karaoke Night:** Time to stretch the vocal cords and get ready for a night of karaoke. Love it or hate it, our fundraisers have proven it's a great way to raise money. Meet your friends at the local karaoke bar or meet online and use a platform like Watch2Gether to set up your karaoke. It allows you all to watch videos at the same time. Put in your requests, load up the songs on YouTube and get singing.

## L

**Letter Writing:** A great way to ask for donations without asking in person. Send letters to your friends and family explaining what you're doing and why you are fundraising for Heart & Stroke.

## M

**Matching Gifts:** Ask your company to match the amount you fundraise. Most companies have a matching gift policy.

## N

**Nominate:** Make the most of your social media networks and nominate your friends and colleagues to participate and fundraise in support of Heart & Stroke. Who knows what might spark the next viral nomination challenge?

## O

**Outgrown exchange:** How did my baby grow out of this so soon?! Consider selling the items your baby has outgrown, but are still in great condition. Proceeds from the sale of these gently used children's clothes, books, toys or furniture support your fundraising.

## P

**Paper heart sale:** Heart & Stroke can provide paper hearts which can be sold and displayed at your event. If you are a retailer, you also have an opportunity to collect donations from your customers at the time of purchase. Set a minimum donation amount, such as \$2 or \$5.

## Q

**Quarter wars:** This fundraiser focuses on collecting spare change. Every quarter counts! You can collect coins as a family.

## R

**Raffle:** Hold a raffle and collect donations. All proceeds will help support your fundraising total.

## S

**Scavenger hunt:** Remember how fun these were when we were kids? You can create a simple hunt, like find these regular items on the list (i.e.: a red leaf, lipstick, pen, selfie) or plant items ahead of time and give clues along the way. People pay to play and/or pay for the items they could not find!

## T

**Twitter:** Tweet your personal fundraising page link to your followers and watch the donations roll in.

## U

**Upcycle sale:** Convert your gently used gems into some else's serious treasure and vice versa. They call it upcycling. How much fun is that? Items could include: designer bags, clothes, accessories, antiques such as china figurines or plates, jewelry or high-end unused makeup/ skincare products or perfume.

## V

**Vice buster:** Whether your vice is smoking, having too much caffeine, or munching on too many sugary or salty treats – whatever your bad habit or vice is, get your friends and family to support your efforts to give it up! Make it even more interesting by committing to pay a penalty for slipping!

## W

**Wear Red and Walk:** Get your friends, family members and colleagues to wear red for the walk and get sponsored by your friends and employer.

## X

**X-pletives:** Stick a swear box in the office, at home or in your local social club to raise money. Each time the offender makes a mistake, they will add a donation to the jar. Bonus: new swear- substitute words could replace the swear word forever!

## Y

**Yard sale:** -Collect items from your house, and ask your friends and family to donate books, CDs, DVDs, furniture, anything they no longer need! Host a good old-fashioned yard sale in your neighborhood, or list the items online and arrange payment/delivery. If you have brand new or high-value items, you can opt for an online auction to maximize your profit. Try it as a team for even more impact!

## Z

**Zumbathon:** If you're feeling energetic and looking to get active. Organize a Zumba class and ask for donations.



## You can't beat saving lives.

With your help, Heart & Stroke leads the fight against heart disease and stroke. Thanks to supporters like you, our work has saved thousands of people's lives and improved life for millions of others.

