



PINKYSWEAR

FOUNDATION

Fundraising is a great spring/summer activity that not only provides great learning opportunities, but also benefits many people in need. It can be very easy to do as well! Pinky Swear Foundation is here to help! Here are some great ideas to help get to your fundraising goal!

4 Easy Ways to Fundraise

1. Utilize your own talents to host a sale or small event to raise funds
2. Partner with a local restaurant or business
3. Use social media and technology to help share your story and spread awareness
4. Get creative and think outside of the box

Utilize your own talents to host a sale to raise funds

1. **Lemonade Stand** Do a lemonade stand in your neighborhood or in a high-traffic area. Don't set a price on the glass of lemonade. Tell the "Pinky Swear Story" and ask the customer how much the glass of lemonade is worth.
2. **Garage Sale** Hold a neighborhood garage sale with all proceeds going to your fundraising goal. Get neighbors and family to donate items to help make your garage sale the biggest garage sale of the year. Get the word out on social media, newspaper and TV.
3. **Bake Sale** If you are experienced in the kitchen or love to bake, how about organizing a bake sale in your school or at a local community event? Bag up cookies, bars and other great tasty items. Package them in sandwich bags. Again, don't set a price on each bag. Tell the "Pinky Swear Story" and ask them how much a bag is worth to them.
4. **Art and Craft Sale** Do you love drawing, painting, or crafting? Produce your great works of art and hold an Art and Craft Sale. Setup in your school, community center, local art museum, local coffee shop or salon and sell your art. Don't set a price, tell the Pinky Swear Story and see how much each artwork piece is worth to your customer.
5. **Silent Auctions:** Collect items from local businesses like gift cards, experiences, tickets, golf course rounds, massages, hotels and other like items. Create silent auction sheets with item name and description, item \$\$ Value, a blank space for bidder name and starting bid. Make sure to follow up with a Thank You note to each winning bidder. A silent auction is also a great addition to any event you have already planned!
6. **Buttons or Pins** Create and sell a button or pin for an All-Star. Example: I Heart All-Star "Name". Include PSF logo. Ask a local art or party store to help you with this project.

7. **Neighborhood Door-To-Door** Trick or Treating for donations! Walk around your neighborhood and tell the Pinky Swear Story to your neighbors. Hand the person a donation form that they can drop off with you after it is all filled out. *Parents please accompany your kids during this Fundraising activity.*
8. **Presentations** Present your fundraising goal to your local rotary, PTA, parent group, church...etc. Let them know why you are fundraising and that their financial gift will help kids with cancer and their families!
9. **Garden** Do you like to garden with your mom or dad? Create a garden where each brick around the garden is sponsored by a family member, friend or local business with a donation. Tell the "Pinky Swear Story" and have them give you a donation for each brick. Write their name with chalk or inscribe each brick. Grow the brick border bigger and better every year.
10. **Dining for Dollars/Restaurant Give Back Night!** Approach your favorite restaurant to host a Pinky Swear Day, where they donate a portion of the proceeds for the day or from a certain item to your fundraising for Pinky Swear. This is a win-win for the restaurant because it brings business to them! When you sell a restaurant on this idea, make sure you let them know that there is value for them!
11. **Neighborhood Get Together/National Night Out** Plan some backyard games, grill some food, play some music and have some fun! You could even ask a local meat market or grocery store to donate the food your providing. Charge an admission for all the guests with all proceeds going to help meet your fundraising goals. You could even pair it with a raffle or a small silent auction to raise even more!
12. **Reading, Movie, Board Game, Video Game or Puzzle Marathon** Do an activity for a certain length of time (4 hours, 8 hours, 12 hours or 24 hours!) Document your experience on social media and have fun! Get family and friends to donate \$20 for every hour you can last or for every activity you can do! All proceeds you receive will go to helping you meet your fundraising goal.
13. **Bowl-A-Thon** Many local bowling alleys host Bowling events to raise money for charity. Check with your local Bowling Alley to see if you could do a Bowl A Thon. Charge admission with proceeds going to help meet your fundraising goal.
14. **Local Sports Teams** Many local sports teams have programs where they give back by selling programs before games. A portion of the proceeds from every program goes to your fundraising goal. Contact your local professional sports team community department with the Pinky Swear Story and your fundraising goals. All you have to do is ask.
15. **PE Activity** What is your favorite activity in PE Class? Make it a fundraising activity after school or on the weekend. Contact your teacher or school principal to organize a fundraiser doing that activity. Every participant pays \$10 to play. Make it fun! Create a theme or make everyone wear crazy costumes to participate. All proceeds would go to helping you meet your fundraising goals.
16. **Car Wash** Ask a local bank, fast food restaurant, or mall to do a car wash in their parking lot. Pick a good weather day and get your friends and family to help out by bringing the supplies with them. Create signs and stand on the corner ushering dirty cars into your car wash. Don't set a price, tell the "Pinky Swear Story" and have them pay what they think the wash is worth to them. TIP: Do a car wash where they have been done before. They may be able

to assist you more in your efforts. They may even match your efforts. All you have to do is ask.

17. **Touch-a-Truck** Contact your local fire department or trucking company. Hold an event where adults and kids of all ages can come to check out the big trucks for a donation.

Use social media and technology to help share your story and spread awareness

18. **Use Facebook, Twitter, Instagram and Snapchat** to your advantage in your fundraising page efforts. Parents please monitor this. Check out these examples:
 - i. Share your fundraising page on your parents social media! This is the easiest way to fundraise!
 - ii. Shoot a video of why you are fundraising and share it with your social media network! Ask them to support you!
 - iii. Ask people to LIKE a post/picture/video. If it reaches the goal you set forth, then 'X' local business that you help promote will donate 'X' dollars to my fundraising efforts.
 - iv. Ask people to retweet a message on Twitter. Get local media personalities involved to help others gain access to your fundraising page.
 - v. Take a picture holding a sign telling everyone what your fundraising goal is and who the money will help.
 - vi. Challenge your friends with a video or picture to help your fundraising efforts or participate themselves. Engage them first with the Pinky Swear Story and a hashtag.
19. **Email** Reach out to ALL of your family members, friends, teammates, choir or band mates, teachers, co-workers, community leaders and business owners. Tell them the story of Pinky Swear and that you would love their support! *Parents please assist and monitor this! Pinky Swear would love to help you write that email too!*
20. **Social Media Blog** Start a blog telling everyone your story and why you are raising money for the Pinky Swear Foundation. If you engage with any of these fundraising ideas or other fundraising ideas that you create on your own, tell everyone about them. The more people that know about your efforts and your goal, the more people you will get to help you out. Share your blogs on social media to friends, family and local media personalities.
21. **Media** Include the media in your fundraising efforts. Check out local media websites for contact information. Post on their social media pages or contact local media hosts and personalities with the Pinky Swear Story.
22. **School Newsletters or PTA** Talk to the editor of your school newsletter or the leader of the PTA. Ask them to feature the Pinky Swear Story or if you can speak at the next meeting!

Get Creative and Think Outside the Box!

23. **Brainstorm** Is there a special skill, talent, or interest that you have that could help you fundraise? If you do, create a fundraising activity around it. For example, are you good at juggling? You could have donors donate \$20 for every hour that you participate in the activity. Invite your friends and family to help spread the word of what you plan to do and make it happen!