

THINKING OUTSIDE THE FUNDRAISING BOX:

78 Brainstorming Ideas to Raise Funds
for Children's Miracle Network Hospitals



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RE/MAX has been the exclusive real estate partner of Children’s Miracle Network Hospitals for almost 20 years, raising over \$100 million in that amount of time to support sick and injured children across the U.S. and Canada. The events and fundraisers listed in this booklet are great ways for RE/MAX Associates to continue this effort and raise funds for their community. Did you know that 100% of the funds donated from your office will benefit the children’s hospital in your area?

Please use the ideas as is or feel free to adapt them to your needs. Also, there are a number of ways to make your fundraisers successful and fun – try using raffles and prizes as incentives, or ask a local celebrity to get involved with your event. You can also consider looking into matching funds, event underwriting, or procuring financial or in-kind donations of goods or services.

The possibilities are endless, but one thing remains the same – every dollar RE/MAX Affiliates raise impacts children at their local Children’s Miracle Network hospital. You are making a difference in the lives of kids, one dollar at a time.

Thank you for your commitment to Children’s Miracle Network Hospitals and the 17 million children they treat each year!



ONE HOUR EVENTS

Banana-eating Contest

Host a banana-eating contest for employees, and collect pledges for the number of bananas consumed within a set time frame. Or use hot dogs, corn, etc.

Bowl-a-Thon

Customers and vendors can sponsor your office in a bowl-a-thon. Customers can either pledge a fixed amount or donate per pin. Once the bowl-a-thon is complete, Associates collect money from those who sponsored them.

Ducks for Bucks

Race rubber ducks across a pool using powerful fans; or around a 'lazy river' or in a real river. For a donation, sponsor a winning duck.

Gaming Contest

Set up a video game contest like Guitar Hero, Rock Band or Nintendo Wii sports game. Pay to enter and win prizes.

Ice Cream Social

Plan a day for ice cream, games and music to bring agents, customers and their families together. Partner with an ice cream vendor, and charge participants for ice cream.

Karaoke Threat

Have employees make a donation to force a co-worker to sing. They must sing or double the donation to pass the challenge to another co-worker.

Marshmallow Putting Contest

Using a golf green, have Associates and clients try to putt a marshmallow into the hole. Participants make a donation for every try. Reward hole-in-ones with special prizes or a raffle for a larger prize. Try putting with other tools found around the office such as a plunger, a broom stick, etc.

Potluck Meals

Employees prepare and bring potluck dishes for a breakfast or lunch event before or during work, donating a specified amount to eat. This could be a one-day or a weekly event held over a set period.

Sandwiches for Miracles

Arrange for a vendor to supply sandwich ingredients at or below cost. Set up a table where agents and customers can build their own sandwiches. Charge by sandwich weight or determine a per-sandwich price. Use other food ideas such as hot dog sales, taco bar, etc.

Trivia Night

Host a trivia night using a board game such as "Scene It" or "Trivial Pursuit." Charge admission to the event or pair the evening with a silent auction.

Veggie Basketball

Host a basketball free-throw competition with strange fruits or vegetables such as lettuce, cantaloupe, melon, etc., in place of a basketball. Or challenge other agents to a game of H.O.R.S.E.

SINGLE DAY EVENTS

36-Hole Golf Challenge

Teams play (best ball) 36 holes in one day, getting pledges for the number of holes their team can play at par or less. If a team gets par on a hole the donor pays the pledge for that hole. If they birdie the hole, the donor pays twice the pledge, etc. If a team Bogies or worse, the team has to pay. Bogie is \$10, double bogie is \$20, etc. The team with the best score wins a prize.

5K Run/Walk

Host a community 5K fun run or walk for agents, customers, vendors, employees, friends and families. Invite local celebrities.

Art Auction

Auction professional art, or art from children at the hospital, to agents and clients through a silent or live auction.

Bad Pants Open

Have employees show up to work in their "baddest" pants (or other item of clothing or accessory). Have employees pay to vote for the worst pants.

Bake Sale

Invite participants to create and sample favorite recipes. Design an entry form and determine a fee for participation. Arrange for a variety of prize categories such as most extravagant, most creative, or most healthy.

Balloon Festivals

Sell RE/MAX Hot Air Balloon rides as a fundraiser.

Bargain Basement Evening Gowns

Collect and sell used evening gowns, prom dresses, tuxedos, etc.

Battle of the Bands

Host a "Battle of the Bands" competition for employees. Collect entry fees for a donation, and include raffles and auctions in the event.

Battle of the Sexes

Have men and women compete against each other in contests such as cooking, changing a tire, fingernail painting, sports, etc.

BINGO

Sell bingo cards as customers come in. Have an ongoing Bingo game. Give away fun prizes to winners.

Bike Rides

Participants collect pledges for miles ridden. Or host a bike parade for kids to decorate and parade their bike. Ask parents to donate per bike entered into the parade and give prizes for best decorated bike.

"Bite Of..." Event

Get local restaurants to donate food samples and invite the community out for a "Bite Of..." night. Charge an entry fee, sell raffle tickets or host an auction to add to the fundraising. Add flavor by including ethnic restaurants.

Black Tie Affair

Plan a formal gala evening and sell tables or individual tickets appropriate to the menu and entertainment that will be provided. Include celebrities, entertainment, and live or silent auctions to increase fundraising and interest.



SINGLE DAY EVENTS CONTINUED...

Book club

Get an author to do a signing and donate profits of book sales.

“Breakfast at Tiffany’s”

Hold a “Breakfast at Tiffany’s” raffle. Charge per plate at the breakfast and then hold a raffle for select Tiffany’s jewelry locked in a box. The person with the key that fits the lock wins.

Breakfast with Characters

Sponsor a seasonal community breakfast and photo session where children can spend time with Santa, the Easter Bunny, etc.

Brown Bag Lunch Day

Ask everyone in the office to bring lunch from home, and donate money that would have been spent for lunch.

Car Show

Plan a car show with a variety of categories such as 50s, 60s, trucks, or classic automobiles. Plan for vendor booths, activities, and food as well as prizes for each category. Entry fees can be charged to exhibitors and spectators.

Car Wash

Select a location and time for maximum exposure for a community car wash. Invite mascots from local schools, popular radio DJs, or other identifiable community figures to participate.

Sports Tournament “Children Helping Children”

Invite agents’ and customers’ children and their friends to participate in a sports tournament (tennis, bowling, etc., for an entry fee).

Commodity Sales

Collect T-shirts, lanyards, or other materials from the local Children’s Miracle Network hospital and sell to agents and clients. All funds raised will benefit the local hospital.

Concert

Sell tickets to a concert by local musicians. Sell concessions/food, or merchandise for donations. Invite participating artists to donate a percentage of their merchandise sold.

Craft Fair/Flea Market

Associates provide homemade or gently used items or collectibles to sell. Select a convenient location that will encourage drop-in traffic, and advertise in community newspapers, bulletin boards or other sources a few days prior to the event.

Do My Job

For a donation, challenge a manager to switch job responsibilities for an hour.

“Don’t Come” Event

This event will never actually happen, so go as grand as you want on the invitation. Promise a scrumptious dinner, celebrity entertainment, etc. This is a great way to ask for donations. Many people want to help support an event, but don’t have the time to come. Or advertise a fundraiser as a ‘No Fundraiser Fundraiser’— just ask for donations instead of organizing activities.



SINGLE DAY EVENTS CONTINUED...

Dress-Down Day (or Week, or Month)

Select a day in which employees can wear jeans, T-shirts or other attire that differs from your office's dress code in return for a donation.

Early Paychecks

If your office allows paychecks to be handed out earlier than the scheduled day, make arrangements for employees who donate a set amount to receive their paychecks early.

First Friday Fundraisers

Organize a simple fundraiser at work for the first Friday each month: coin canisters, dress-down days, bake sales, etc.

Food or Treat Sales

Host an event and collect donations for food. Ideas include: chili cook-off, BBQ cook-off, taco bar, popcorn, hotdogs, hamburgers, sandwich bar, pancake breakfast or lunch, etc.

Fruit/Pumpkin Carving Contests

Host a competition for the strangest design carved into a fruit. Have agents and customers vote for their favorite using spare change. Examples include pumpkins, watermelons, etc.

Go Fish!

Stock a children's wading pool with goldfish and let Associates and customers catch and keep the fish for a donation.

Golf Marathon

Host a golf marathon for agents and play as many holes as possible in a 12-hour period. Collect pledges from friends and family for number of holes played, hole-in-one, par, etc. Have Integrity Golf Solutions or other similar organization create the event for you.

Golf Tournament

Host a golf tournament for Associates and customers at a local course. Solicit food, prizes, auction items or raffle sponsorship from vendors.

Spring Bouquets for Mother's Day

A holiday flower sale is a great opportunity to team with a local florist to help hospitalized kids in your community. Providing a flower delivery service could generate additional funds during holiday periods.

Magical Mondays

Work out an arrangement to make gourmet coffee or hot chocolate in place of the regular hot drinks and request a dollar donation for a steamy cup from co-workers.

Miniature Golf Marathon

Set up a small miniature golf course for agents and customers to pay to play. Ask vendors or local businesses to donate prizes.

Miracle Relay

Challenge the company to walk (or bike, bowl, ski, skate, or read) for 24 hours straight. Create teams within departments, with 1 hour "turns." Collect pledges for each lap or hour around the building.

Mother's Day

Assemble baskets, gift certificates, or services (massages, pedicure/manicure) for Mother's Day gift donations.



SINGLE DAY EVENTS CONTINUED...

Plant or Produce Sale

Ask a wholesale plant distributor to donate plants or flowers and host a plant sale for agents and customers. Invite agents to bring in home-grown produce to sell.

Ugly Tie Contest

Have willing participants submit their ugliest tie (or other attire or accessory) for a specified donation. Agents and customers can vote for the ugliest item and award the winner with a brand-new tie. Arrange for a local tie store or vendor to sponsor the event.

Window Washers

Ask managers to wash windows of agents' and customers' cars for donations.



MULTI-DAY EVENTS

Donation per Transaction – Miracle Home Program

Create a onetime or ongoing promotion during which agent's will make a donation for every transaction processed

50/50 Raffle

Raffle a chance to win cash with Associates and their customers. For every dollar raised, half of the pot goes to the winner and the other half goes to the local Children's Miracle Network hospital.

Buck-a-Pound

Have Associates sign up to make a donation for every pound lost and double that for every pound gained in weekly weigh-ins over a set period of time. Award prizes for the greatest weight loss overall or as a percentage of body weight.

Change a Child's Life

Start a "Change a Child's Life" coin collection campaign. Distribute plastic zip lock bags (or other containers) labeled with stickers for agents and clients to fill with change. Create a goal chart poster with a thermometer and ask a local credit union to count the coins.

Change Wars

Provide a prize for the group of agents that collects the most change. Create fun by subtracting funds from another group by placing pennies in other teams' buckets. (Silver adds up and pennies deduct.)

Coloring Contest

Hold a RE/MAX Balloon coloring contest (download from RE/MAX Mainstreet). Ask employees/customers to vote for the best using donation canisters. The canister that gets the most money is the grand prize winner. The second highest amount of money is the second place winner and so forth.

Cookbook Sales

Compile and sell a cookbook of Associates' recipes. Combine this with a bake sale or other culinary event.

Counting on You

Fill a large container with jellybeans, Lifesavers, paper clips, marbles, coins, M&Ms, or other small items. Advertise the grand prize and have Associates and their clients guess (for a set donation) how many are in the container.

Employee Calendars

Sell calendars featuring humorous agent photos. Or use agents' personal Miracle Stories. Ask vendors to donate production costs or underwrite the calendar.

Employee Payroll Giving

Conduct an employee giving campaign through automatic paycheck deductions.

Fish Tank

Rent or purchase a fish tank to collect donations of loose change. Position the tank in a visible location with a sign that identifies Children's Miracle Network and your children's hospital.

Flamingo Alert

Place a pink flamingo in the grass outside the building. It will fly away once the fundraising goal has been reached. Google "Flamingo Flocking" or "Flamingo Alert" for other variations.



MULTI-DAY EVENTS CONTINUED...

Go Green

Help the environment and children by donating used cell phones, DVDs, laptops or ink cartridges for recycling through Cartridges For Kids or other programs.

Grab Bags

Sell small, inexpensive grab bags to little kids for a \$1 donation.

Community Spirit

Sell packs of greeting/thank-you cards and ask customers to use one card out of each pack to write a note to a child in the hospital. See if your Children's Miracle Network hospital already has cards that you can use for this project.

Media Exchange

Have employees donate old books, magazines, CDs, videos or DVDs and host a resale event.

Merchandise

Sell Children's Miracle Network Hospitals or local hospital merchandise to customers for donations. Ideas include: stickers, stencils, bookmarks, key chains, pins or pens.

MiracleIcons

Sell paper Miracle Balloon icons (download from RE/MAX Mainstreet) for a dollar or more. Customers write their name on the icons, which then decorate the store. Icons can include Miracle Balloons, snowmen, ghosts, footballs, flags, etc.

Miracle Balloon Display Contest

Set up a contest between offices to encourage creative displays of Miracle Balloons that also generate interest and excitement for your fundraising campaign.

Mustache Growing Challenge

Collect donations from agents and have a manager grow his mustache. He must grow his mustache one day for every \$10 raised by the company. An agent grows a mustache in return for donations for each day of growth.

One Million Pennies

Create donation canisters advertising the 'one million pennies' goal. One million pennies = \$10,000.

Parking Spot Auction

Auction premier parking spots to employees for a week/month/year. Make it special by creating signs or painting the parking spots with the employee's name.

Parking Spot Yard Sale

Rent parking spaces to clients for a yard sale/swap meet. Revenue is generated by 'rent' and percentage of profits from items sold.

Photo Contest

Create a photo contest with entry fees as donations. Customers/employees vote using donation canisters.

Raffles

Ask vendors to donate goods or services for an office raffle. Sell tickets to agents/staff/customers or use for agents as a reward for meeting goals. Can be used as an enhancement to other events.



MULTI-DAY EVENTS CONTINUED...

Silent Auction

Gather donations of signed memorabilia, gift certificates, spa or golf packages and other prizes and host a silent auction for agents and their clients. Get creative and auction off a free vacation day, food for a week, lunch with the CEO, etc. Create an online silent auction and then email the link out to all your contacts.

Tootsie Pops for Dollars

Display Tootsie Pops (or other candy) in large canisters for donations.

Yard Sale

Host a yard sale, advertising it in advance, and encouraging organization-wide participation.

