Fundraising 101:

Raising Money for the American Cancer Society



A sample fundraising packet for TSA states and chapters

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# Statewide Ideas

(All of the ideas below were obtained through networking with members from across the nation)

## Delaware TSA

* Human Foosball
	+ TSA members pay $5 to play human foosball outside
* Jail fundraiser (similar to New Hampshire TSA)
* Charity paper link chain
* Pie in-the-face for charity
* Human, hungry, hungry hippos

## Georgia TSA

* Raffle system
	+ Raffle off different items such an X-Box
* TSA Tailgate
	+ Carnival where each chapter brings a booth to sell items and raise money
* Slime an Officer
	+ Members pay money to see one of the state officers get slimed and funds raised go to ACS
* 50/50 raffles
	+ TSA members buy tickets for a chance to win 50% of the money raised by raffle ticket sales at conference

## Kentucky TSA

* TSA store
	+ Percentage of profits from TSA store sales benefits American Cancer Society

## New Jersey TSA

* Encourages strong participation for each chapter to partake in Relay for Life Events

## Virginia TSA

* Saturday night mixer event
	+ Dance where members play flat rate to get in and profits go to ACS
	+ Carnival theme and members buy tickets to partake in events, and profits go to ACS
* Officer Fundraiser
	+ Pie-the-officer
		- Each officer gets a jar and people donate money to which officer they want to see get pied
	+ Blindfolded Make-up challenge
		- People donate money to the officers they want to see do the challenge
* Encouraging chapter wide fundraising events by having a presentation of checks at opening sessions
	+ Each president gets to come on stage and talk about their fundraising activities

## New Jersey TSA

* Encourages strong participation for each chapter to partake in Relay for Life Events

## New Hampshire TSA

* Jail fundraiser
	+ People could pay for the state officers to go arrest another member and make them go through a maze to escape "jail"
	+ Members also had a “mugshot” taken from their time a jail and could pay for this picture to raise even more money for ACS

## North Dakota TSA

* State officer Tier System
	+ Goes in $150 increments, and for every $150 raised for ACS, the officers will do a different activity
		- $150-officers get wrapped in toilet paper.
		- $300-officers eat pie without hands
		- $450-officers do rendition of how animals eat their food
		- $600-officers eat a ghost pepper.
		- $750-officers die hair crazy color

## Oklahoma TSA

* An ACS/fun night
	+ Giving away prizes and renting activities to fit all ages
* State Conference trophy
	+ Chapter that raised most money receives trophy

## Pennsylvania TSA

* TSA Store
	+ All money received for items such as ribbons go to ACS
* Printer Station
	+ People pay $1 per page and .25 cents per page after 4 pages and money raised goes to ACS

## South Carolina TSA

* ACS Relay for Life Feet
	+ Statewide competition to see which chapter can raise the most money by selling ACS Relay for Life feet
	+ Bring all feet to state conference and winning chapter receives ACS prize pack
* Luminary Ceremony
	+ Chapters buy luminary bags and during ACS luminary ceremony, chapter presidents lead chapter in a walk around the conference location
	+ Honor all member who have had cancer

## Tennessee TSA

* Created fundraising baskets with a variety of prizes as an incentive for people to donate to ACS
	+ UT Vols basket
	+ A Nationals basket with items from Florida TSA and beachy items
	+ Space basket to reflect their theme-Lift off TNTSA
		- Baskets also had TSA pins mixed in
* Pie an officer Fundraiser

## Texas TSA

* State-wide Bingo game
	+ Prizes provided by officer team members and chapter
	+ Members pay for bingo cards to raise money as well
* Glow Bash
	+ Members pay entrance fee to a dance with glow sticks and light up products to raise money

# Chapter Wide Ideas

(These ideas were obtained from TSA chapters in our area and ACS Relay for Life)

* Ask
	+ The easiest way to raise money is to ask your friends, neighbors, relatives and anyone you know to make a donation to the American Cancer Society’s Relay For Life event, which you are taking part in.
	+ Explain your story and why you are raising money, possibly if a loved one has battled cancer
* Raffle
	+ Many teams raffle of gifts throughout their school and give all profits to ACS
* Bake Sales
	+ Hold a bake sale at school during lunches to raise money. Offer student who bring in baked goods community service hours.
	+ Sell baked goods at school open houses and advocate for TSA
* Balloon Day
	+ Sell a Relay balloon with a message attached for $2 each. The students take orders in advance and then deliver the balloon messages at a later date.
* Principal for the Day
	+ Allow students to bid on being principal for the day-high bid wins.
* Brown Bag Lunch Day
	+ Everyone brings in their own lunch and donates the money they would have spent to the Relay For Life fund.
* Candy Bar Sales
	+ Sell candy bars at school and at TSA meetings. Students love chocolate towards the end of the day!
* ACS Car Washes
	+ Have a car was at a set location and advertise it to students and their parents!
* Coin Drive
	+ Have a penny war amongst different grade levels in your school, and winning grade level gets some incentive such as a pizza party
	+ Set up a coin jar at the beginning of the school year and see how it grows.
	+ Coins are positive points and cash are worth negative points. Sabotage the other grades by dropping cash off into their jars!
* Concession Stands
	+ Set up a concession stand or booth at a community event or sporting event during the year.
* Cutest Pet Contest
	+ Place a photo of each team member’s pet on the bulletin board or on a display board. People donate $1 per vote. Winner gets some type of prize.
* Dress Down Days
	+ This is an idea for parochial schools or other schools that require uniforms. For a specified donation, the student doesn’t have to wear a uniform to school that day.
	+ There could also be a jean day for teachers!
* Face Painting
	+ Have TSA members set up a booth at a local event, fair, or festival. Kids love it! Charge .50 and up.
* Hat Day
	+ For a specified amount, the students can wear a baseball cap to school for the day.
* Movie night
	+ Host a movie night fundraiser at your school. Provide the popcorn and soda and charge admission.
* Open House
	+ Advocate for TSA and ask for donations for ACS at school open houses
* Plant Sales
	+ Collaborate with other service learning clubs to plant flowers and vegetables. Sell the plants and give profits to ACS
* Questions for a Buck
	+ Raise money by having teachers or a principal volunteer to answer questions about themselves for a $1 each.
* Student/Faculty Basketball Game
	+ Set up a benefit basketball game between students and faculty and charge admission
* Miracle Minute
	+ At a sporting event, have a minute of silence in remembrance of those fighting cancer and then pass around buckets and ask for donations.
* Valentines
	+ Sell valentines during lunches and deliver them
	+ Profits go to ACS

# Sample Fundraising Letter/Email

Dear \_\_\_\_\_\_\_,

Cancer touches so many people in our community and Relay For Life is a great way to help fight this terrible disease.  Hardly anyone I know can say they DON’T have a friend or relative that has battled this terrible disease. I’m asking for your help in raising funds because I think it’s important that we all join together to help win.

I am part of an organization called the Technology Student Association (TSA), which is a co-curricular nationally recognized organization that focuses on leadership, community service and STEM competitive events. TSA has partnered with the American Cancer Society to raise as much money as possible!

You can support the fight by making a tax-deductible contribution to the American Cancer Society.

If you would like to donate, please fill in the amount you are pledging and send the donation, payable to the American Cancer Society.

Relay for Life represents the hope that those lost to cancer will never be forgotten, that those who face cancer will be supported and that one day cancer will be eliminated.

Thank you for supporting the fight against cancer!

Together We Can Make a Difference,

\_\_\_\_\_\_\_\_\_\_\_\_\_

# Other Tips and Tricks

Email Your Friends and Family
Send emails to everyone you know using the ACS email tool. It’s very easy an effective Import your address book, use one of the email templates or create your own, track results, and follow up.

Make a List and Check It Twice
Make a list of potential donors. Include everyone you know. Start by donating to yourself online. Your gift will set the tone for others to give.

One a Day
Ask a different person each day to contribute. Don’t be afraid to ask for larger gifts. Cancer is an issue that affects us all, and most people are happy to donate.

The Mighty Pen
Send a letter in the mail to friends, family, and co-workers asking for their support. Let them know if you are walking in honor of someone. Use the sample template above for an idea!

Talk It Up
Ask for a few minutes on the agenda of any meetings you will be attending. Explain why you are raising money for the American Cancer Society and make it personal!

Pin It Up
Post your Web site address or walk paper on the bulletin board at church or temple, in the office, at the gym, or at school. Make sure to highlight your name, phone number, email address, and team Web page address.