

# Fundraising Ideas



## A

### **Arm wrestling:**

Pick names out of a hat, or just allows participants to choose who they take on (both willing, of course). Or you can do winner stays on again, which increases the stakes and, likewise, the prestige. Charge to enter, or charge per challenge. You can do it all, very quickly, over your lunchbreak.

## B

### **Bake sale:**

May seem like too simple an idea, but it can really pay off. Past runner Holly held a bake sale in her office and gathered over £900 in one go! Have friends, coworkers or local businesses donate baked goods and prepare to be surprised by how much people will donate for a brownie!

Pro tip: Krispy Kreme offers charity discounts, then you can resell for a profit!

### **Burns Night supper:**

Have your friends/family/colleagues round to show off your Scottish cooking skills - think haggis, neeps and tatties, followed up with cranachan. BBC Good Food has a great 'how to' guide on throwing a Burns Night supper.

**Breakfast club:**

Host a breakfast club at work. Make bacon sandwiches and sell for £3 each. Make sure you have enough bacon spare as the smell will definitely entice those who initially said they didn't want a sandwich. This could make you between £50-100 depending on the size of your office. Do this 3 times between now and race day and raise around £150.

**Book club:**

Book clubs are free but there are plenty of ways you can raise money – either ask for a donation for people to come along or when hosting your meeting, you can sell refreshments for a small fee or host a dinner and have a book discussion afterwards.

**Battle of the beards:**

Grow out your beard for an extended period of time and compete to see who looks the most like a Viking. Pick a time frame, perhaps a month, maybe a year for the more adventurous.

## C

**Continually promote:**

You cannot share your fundraising page enough, especially as we approach race day. Share it on all your social media channels weekly as people will often forget or not be able to donate when they see it, and ask your friends and family to share on your behalf.

**Crafting:**

Can you knit scarves or pour candles? Paint pictures or carve wooden coasters? Time to monetize your special talents! Share your creations on social media or around the workplace and let everyone know what you're fundraising for.

**Coffee mornings:**

Gathering donations is much easier when you're offering something people want anyway! Organise a coffee morning in the workplace or barracks for a relatively minimal-effort way to collect donations. If you're hosting outside of the workplace, try tying-in with a local book club or bake sale already happening.

**Car boot cleanout:**

Car boot sales are both a great opportunity to clear out old or unwanted items and a fantastic way to get out in the community and let people know about ABF! If you don't have lots to sell yourself, ask friends, relatives and colleagues to donate. If you'd like any table décor, I will happily provide a loaner ABF banner and a collection tin.

Pro tip: many car boot sales will give a charity discount and I can provide an official letter if needed.

### **Cinema screening:**

Have a DVD collection that could rival Netflix? Then a cinema screening could be the perfect, flexible fundraising idea for you. Whether it's hosted in the school hall, work canteen, your living room, the local cinema or projected outside, only one thing will stand between you and success – popcorn. So buy your own kernels and get inventive. It's a great way to raise extra cash for charity on the night.

### **Curryoke:**

An idea from a former runner, host a curry and karaoke night at the local pub. Chef, DJ and Pub owners volunteered time and local businesses provided raffle prizes. £7 a ticket (inc. curry dinner) plus a raffle raised over £440! Don't forget to advertise on Facebook and in the local community!

### **Christmas jumper day:**

It's a classic. We all have one jumper that raises eyebrows. For those without cruel but well-meaning family members, any high street store will sell an odd-looking jumper that you can buy. But remember: the nicest option is the least likely to raise money. Embarrassing jumpers, ones that look the worst, are the best.

## **D**

### **Donate the value of something:**

Next time you're out at the pub, out for a coffee or eating in a restaurant, and someone offers you a drink or asks if you want dessert, ask if you can put the money towards your fundraising instead. Every little helps!

## **E**

### **Email footers:**

One of our 2024 fundraisers swears by this tip: Try adding a link to your fundraising page in your email footer—both work and personal—and passively reach outside your usual network. Add some 🏆 emojis 📄 and colour to catch people's eye as they're scrolling.

### **Easter egg hunt:**

Ask shops to donate chocolate and ask vendors to serve food and drink. Get older kids to hide the eggs so that you do not have to, offering payment in the form of chocolate. Then ask younger kids to start hunting. Make the hunt an event by adding loads of other fun activities, including face-painting, raffles, and other village fete-style games.

## F

### **Fundraising milestones:**

Try advertising milestones like £250 per month on your fundraising page. Deadlines can promote donations, so share something like:

*'I have raised X of my £250 fundraising goal for this month. Help me reach my deadline by the 31st and you support soldiers, veterans and their families all across the UK.'*

### **Five-a-side Football**

Organise a casual 5-a-side football match and raise funds by charging a player fee. Spectators can get involved too by donating to take part in a penalty shootout at the end of the match.

### **Fancy-dress day:**

Great for a Christmas jumper day, but can work year-round as well. Have your coworkers come to work in fancy-dress and ask them to pay a small donation to participate, or go it solo and let them cast votes on the costume you have to wear for the day. They can pay a fee to vote and embarrass you all in the name of charity!

## G

### **Give it up for ABF!**

Take advantage of those new year's resolutions and have your mates, family and coworkers give it up for ABF. Have supporters donate the money they save by giving up alcohol, meat, smoking or whatever for the month. If you're giving something up yourself, have people sponsor you per days you abstain.

### **Guess My Time Sweepstakes:**

There is no limit on how many donors can enter. Use our [template](#) to fill in the green boxes with your info, entry donation amount and prize for the winner and have people donate to guess your time. Closest to your race day finish wins the prize.

### **Games night:**

You don't have to be a Monopoly board master or play Scrabble like a pro to host a games night. You just need games, a place to play and people to play with. It can be as simple as charades or if you have a screen and console to hand, why not go down the gaming route, charging friends to play? Tight on time? Put on a lunchtime session at your office and get colleagues to play for the price of a coffee.

## H

### **(mini) Highland Games:**

Get competitive around Burns Night and hold a mini highland games competition. Pit colleagues against each other after work or at lunch to see who wins!

## I

### **Ironman:**

Ironman combines fitness, endurance, and community engagement. Ask participants to pay an entry fee for running, or cycling, or swimming the event, then ask each to raise some money from people sponsoring. The joy of Ironman is that people will donate because it sounds like an absurd idea, something they'd never do, way above the 5km that most of our colleagues attempt. Raise some additional funds through selling refreshments, asking businesses to sponsor the event, and through myriad other unique methods of fundraising.

## J

### **Jumble sale:**

Jumble sales are a fun and exciting way to fundraise. Ask your local community to donate the many things they don't want – and, if willing, the things they do want. You'll typically expect clothes, books, toys, household items, anything that can be sold at a moderately low price. Then let chaos reign. Jumble sales are best held in community centres, school halls, or even outdoors in parks or on streets.

You might be thinking 'car boot sale' is a more accurate description. You'd be right. But do you have a fundraiser that begins with J?

## K

### **Karaoke night:**

Karaoke nights depend on people paying a small fee to sing their favourite songs, with proceeds going to a chosen charity. Invite people who hog the stage. Start early and make it last longer than any audience member would like. Offer prizes for the best song, worst song, most needy singer, most improved, and any other category. Offer people the chance to pay to stop someone singing. As ever, drinks, food, and merchandise sales can boost fundraising.

## L

### **Let your supporters decide:**

If you have trust issues this is not the idea for you! Let supporters pay a set donation to submit a tattoo design which you will randomly select to have inked on you. Don't like a surprise? Instead pick 5 designs and let people "vote" for your new tattoo by donating to their favourite idea. Most popular design... well, you get the idea. A more temporary version of this idea is swapping race day hair colour for tattoos.

### **Letters:**

While technology is great, e-mails can get lost or ignored in a crowded inbox. Try hand-written notes/letters to your potential supporters (preferably hand delivered). The personal touch and the feeling that you have put some effort into your ask can often go a long way.

### **Lucky dip for training runs:**

Why not run a 'lucky dip' around one of your training runs.

1. Plan a training run - e.g. run for 30 minutes
2. Set a range of targets - e.g. in your 30 minute run you could run anywhere between 4km and 6km.
3. People pay to enter (we recommend anywhere between £1 and £5 depending on your audience), and are randomly assigned either a time or distance (e.g. 4.8km)
4. Go on your run!
5. The person with the closest entry gets half the pot, with the other half going to your fundraising.

This works equally well if you're planning on running a certain distance - just change the range of targets to times!

## M

### **Matched Giving:**

Matched giving is when an organisation matches the amount an employee donates or fundraises for their chosen charity. Your employer may already have matched giving and hasn't advertised it! Many large companies already offer a donation matching scheme, and often smaller ones will be happy to offer to match donations if you let them know about your fundraising.

### **Make a final push:**

With the big event on people's minds all week, now is a great time to push hard for those extra donations. Make sure you share your fundraising page and how you're feeling about the marathon on all your social media to reach friends and family. And don't forget that all-staff email or message on the noticeboard to give colleagues a nudge too!

### **Mum's Day event:**

Why not use this as a fundraising opportunity, and a chance to say thank you to all the mothers in your life (not just yours!). Partner with a local cafe/restaurant/diner, agree a menu and the cost per person, and sell tickets to your event, with all proceeds going towards your fundraising.

### **Music playlist:**

Offer your friends, family, neighbours etc the chance to add a song to your training playlist in return for a donation of £1. This does mean you risk having some 'interesting' songs playing through your headphones while you're running - but hopefully will give your fundraising an easy boost and at least make you smile for a few minutes!

## N

### **Name the...**

Name the teddy, bunny or bear. Whatever it is you choose, tap into people's competitive nature with a simple guessing game. Charge per entry and provide a percentage of the money raised as a prize or try to get one donated.

## O

### **Odd jobs:**

Everyone has some household jobs they've been putting off - repainting the fence, cleaning the oven, bleeding radiators... Volunteer your services to your friends, family and neighbours for an afternoon to get these jobs done. Sponsors 'hire' you to complete their jobs, and pay you in donations to your fundraising.

## P

### **Personalise your fundraising page:**

Pages with a personal story and photos, and a personal thanks to supporters, receive more donations than unengaging pages, so make sure to personalise yours and update it with your training progress!

### **Pub or cafe collection:**

Approach your locals about leaving a collection tin or fundraising flier with a link to your fundraising page and why you are running for ABF. I can help with an ABF-flier template and QR code to your page.

### **Pub quizzes, bingo or darts:**

Organise some inside fundraisers at your local. For quizzes and bingo, charge an entry fee to raise funds. With darts, try setting challenges like throwing with your non-dominant hand and charge per throw. If you are or know a local darts champion, charge donors a fee to play against them.

### **Payday donations:**

Recommended by runners Sean and Dom, you will likely see a big difference if you share your fundraising page on and right after payday. Update your page with your recent training, slap on a photo of yourself, and post your page absolutely everywhere.

### **Pancake day:**

Run a pancake-station at your workplace. Take the orders in advance from your colleagues at work and serve delicious pancakes for breakfast while asking for a donation towards your marathon journey.

Take it one step further – A flipathon. This involves everyone lining up together with pan and pancake for a sponsored 100 flips. Everyone pays £5 entry. You supply the pancakes but ask everyone to bring along a frying pan. Each participant then has a set time to complete 100 flips - counting out loud. (Bonus fundraising ideas: sell pancakes along side, or take bets on who you think will do 100 flips the fastest!)



Highest/furthest flip competition: Challenge people to complete a series of challenges! Who can flip a pancake over a bar .... and catch it? Alternatively who can launch a pancake from a pan the furthest along a course. This can be as small or as big as you like. Charge for entry, sell refreshments and take bets - with half the takings going to the winner, half to the Charity.

### **Pamper night in:**

There's nothing like a cosy night in with friends, so why not put a spin on your standard pamper night and ask for a small donation in return for an evening of face masks, sweet treats and even a movie marathon. For those less keen on a mani/pedi, you could have friends round to watch the footie, play games, or even just for a few drinks.

## Q

### **QR code:**

Create a QR code which links straight to your fundraising page as a way to get round all those friends/colleagues who never seem to have any cash on them. There are many websites you can use to create a free QR code, then keep this on your phone/computer as a picture or get them printed on business card style cards. Either send the code electronically or give anyone interested a card for them to easily find your fundraising page later.

## R

### **Raffles:**

You can just ask businesses, or individuals, to donate prizes that will attract ticket buyers. These typically include gift baskets, vouchers, or holidays (if you're very lucky). Promote the raffle with flyers, on social media, in the windows of the businesses that donate prizes, and so on. Sell tickets to every possible person, with all proceeds going to charity. Then set a date for drawing the winners – and announce the winners live, boosting engagement.

## S

### **Self-donate:**

Consider a self-donation to your page if you're yet to collect your first donation to encourage others to donate as well and show commitment to your fundraising.

### **Supermarket collections:**

An easily-overlooked but very successful fundraising activity, supermarket collections are relatively easy to organise (and I am here to help guide you) and are a great way to get out into the community to spread the word about ABF. I can provide you with free goodies to hand out to donors as well.

### **Strength competitions:**

Particularly good for regiments, universities and social groups, a strength competition is a great way to use people's competitive nature to gather donations. Organise something like tug of war, planking, stair climbing or pull-up competitions and set an entry fee. Reward their success with a monetary prize or some ABF apparel (on us!)

### **Sponsor per mile:**

This one is perhaps the best way to encourage larger donations and keep your motivation throughout the race. Even if someone chooses to sponsor you £1 a mile, that's £26 for the full race! If 77 people sponsor you to run the Marathon at that rate, you'll raise your entire goal.

### **Swear Jar:**

While we aren't assuming every second word you say is a swear word, they do occasionally slip out! Use a spare jar and set a financial penalty per word - include anyone who enters your house and even get your household involved.

### **Smarties tubes:**

Did you know that you can fit £12.60 worth of 20p's into a Smartie's tube? Invest in a multipack of smarties or two from your local supermarket and hand these out to generous friends. They then get to eat the smarties, and in return fill it up with 20ps over a few weeks. This idea is really easy, cheap but even if you just get 5 people taking you up on it can net you £60 fundraising.

## **T**

### **Tennis competition:**

There are lots of ways to host a tennis competition. Consider round-robin tennis matches with singles or doubles teams, or knockout competitions if you can get enough people, charging all participants for the entrance fee. Or perhaps do winner stays on, with every challenger donating a set fee to charity. Offer prizes to the winners, such as

tickets to Wimbledon or perhaps a tennis racket. Put QR codes on the courts so that spectators can donate and sell refreshments, with all proceeds going to your page.

**Team work:**

Your fundraising should be the same - even if you are fundraising on your own, it doesn't have to be that way! Enlist the help of at least one other person and you'll have double the reach. So you've asked all your friends? You've given all your family smarties tubes and you've sold all your colleagues enough cakes to get through the rest of 2019? Ask 3 family members/friends/colleagues to ask their wider network. I can send you collection tins/wristband to give them, or ask them to put up posters in their canteens or a message on facebook.

**Try a bunch of little things:**

A lot of little ideas really add up! Check out the breakdowns from two of our Frontline Walk fundraisers to show how a bunch of different small fundraising ideas can add up to a lot.

# Fundraising Friday

Start early, try a lot of different methods and watch the small ideas really add up!

## DAVID

<b>£570</b>	Waxed his legs (an extra £10 allowed you to pull a strip!)
<b>£420</b>	Quiz night at his local pub (charged £5 entry and the pub made a donation due to their increased takings!)
<b>£320</b>	Rugby World Cup Sweepstake scratchcard
<b>£343</b>	Shared his fundraising page with friends and family
<b>£133</b>	Sold unwanted items at a boot fair
<b>£119</b>	Communication team at work shared his page on the internal network
<b>£106</b>	Sponsored tea making in his office for a month.
<b>£93</b>	Swear Jar (different penalties depending on the word!)
<b>£71</b>	While at the pub David asked friends to donate the cost of a drink towards his fundraising instead of buying him one
<b>£82</b>	Bake sale at work
<b>£195</b>	Raffle with friends and family
<b>£124</b>	Collected £2 coins
<b>£82</b>	Sponsored silence for 24 hours
<b>£380</b>	Sponsored car wash
<b>£1,000</b>	Matched funding from work

**Total**  
**£4,038**

## BRIAN

<b>£895</b>	Organised a boxing match (sold tickets for £10), had collections and sold hot dogs on the night
<b>£434</b>	Shared his fundraising page on Facebook
<b>£284</b>	Gave up alcohol for 3 months and put savings into fundraising
<b>£193</b>	Gave up sweet things for 3 months and put savings into fundraising
<b>£362</b>	Tips at work for 2 months
<b>£149</b>	Several collections in local shopping centre over 6 months
<b>£439</b>	Gave up takeaways for four months and put the savings towards fundraising
<b>£105</b>	Walked neighbours and friends dogs
<b>£35</b>	Filled up smarties tubes with 20p pieces and asked friends to do the same
<b>£350</b>	Sponsor a mile - asked friends, family and clients to sponsor a mile of the walk. Put everyone's name on charity t-shirt
<b>£260</b>	Did odd jobs - gardening, DIY etc
<b>£44</b>	Spare change saved in a jar
<b>£320</b>	Sat in a bean bath for 1 minute per £10 donated
<b>£130</b>	Set up a regular monthly donation to fundraising page

**Total**  
**£4,000**

## U

### University Challenge:

Host your own University Challenge-style event with paid entry and get some prizes donated by local companies for the winners.

### Unplug from tech:

Get sponsored to completely switch off from tech from a day, or take it a step further and do an entire week!

## V

### **Virtual auction:**

Hosting a virtual auction requires three essential ingredients: a host, an audience, and some ridiculous things to sell. Create a buzz on socials or through other marketing and pick a platform, such as eBay for Charity, Donate, or Givergy. Then find something to sell and pick the right price, asking stakeholders or volunteers or donors. Think outside the box. You do not simply have to sell some really nice TV, or a bracelet, or other typical items that people could buy themselves. Choose instead experience days, funny items, and sentimental items. Or go even further. Sell an 'evening with the host' or even a 1:1 lesson in [insert something you can do moderately well]. If your manager can play the EastEnders theme song on piano, sell a 1:1 piano lesson with your manager. People love the ridiculous and you should embrace that.

## W

### **Wine tasting or dinner night:**

An event which can be hosted all year round, on its own or in support of other events a dinner party can be adapted to appeal to most people. Our top tip: pick a theme. You could focus around the origins of the food you serve or go theme first, food second and serve dishes from your favourite film.

### **Wear it:**

People like to laugh, so give them an incentive to sponsor you by letting them nominate what you wear for the day.

### **Wear a tartan day:**

Have a wear tartan to work day for Burns Night. Ask colleagues who take park to donate £1 and colleagues who don't to donate £2.

## X

### **Xmas market:**

To organise a successful Xmas market, secure a suitable venue, such as a community centre or outdoor space, perhaps even a street, and invite local businesses, groups, and charities to set up stalls. Aim for loads of different types of cuisines and drinks, as well as classics of the Xmas market genre: candle shops, soap stalls, decoration vendors, and so on. The best Xmas markets might offer live music and activities for the children. The very best, the cream of the Xmas market crop, will host workshops or demonstrations, such as wreath-making or cookie decorating.

## Y

### **Yoga class:**

Are you or someone you know a certified yoga instructor? Organise a sponsored class where all the proceeds go towards your fundraising.

## Z

### **Zero waste day:**

Challenge yourself to go fully zero waste for a day, or up it to a week! Have people sponsor for how many days you can make it.