



## 101 ways to fundraise

1. **House Party:** Charge a \$5 entry fee and announce that all funds will go toward National Psoriasis Foundation research programs.
2. **Corporate Matching:** Your company may [match](#) any donations you receive.
3. **Friend Match:** Ask your friends, family or acquaintances if they work for companies that [match](#) donations. You could more than double your fundraising efforts.
4. **Garage Sale:** Ask family and friends to donate items for a huge garage sale and let buyers know that all proceeds will benefit the Walk program.
5. **Ebay.com:** After you've finished the garage sale, take the leftover items and post them on eBay. Let buyers know that their purchase will go to a good cause.
6. **Veterinarian:** Ask your vet and the vet's staff to donate to the cause and let them know that dogs are welcome at most of the walks. Ask if your vet will display information about the walk in the office. Invite the vet's "patients" and their owners to join you!
7. **Super Box:** Decorate a box or jar with information about why you walk and why donations are so important. Pass it around to family and friends to display at work, businesses or at home. Ask them to donate their extra change. By the end, you'll collect a significant sum.
8. **Car Wash:** Ask local businesses to contribute items that you will need to wash cars. Involve your friends. Let your customers know that all proceeds will go to the Walk program and they may make an extra donation.
9. **Delegate:** Give 10 friends 10 donation forms and ask them to collect donations for you or send e-mails to 10 of their friends.
10. **Be a Bartender:** Ask at your favorite bar if you could tend bar for a night, then donate all of your tips to the walk. Tell your friends and co-workers to stop by. Display information about the event near your tip jar.
11. **Share the Passion:** Tell your story. The more you talk about your upcoming adventure, the more people will share in the excitement and want to support you.
12. **Voice mail:** Change your voice mail and answering machine messages to include your participation in the walk and how people can help.
13. **Labels:** Create return address labels that say, "Sponsor my Walk to Cure Psoriasis". List your personal Web site for people to visit and donate online.
14. **Gym:** See if your local sports club will post a brochure and envelope at the front desk. Ask people to make checks out to the National Psoriasis Foundation with your walk city's name and your name in the memo of the check. Place them in the envelope and send them to the Foundation. Collect the checks at the end of each week.
15. **Walk Club:** Gather a group of friends to form a walking club. Any time someone misses a weekly walk; have them donate \$5 to the cause.

16. **Play Tickets:** Ask a local theater to donate tickets and then auction them.
17. **Pin:** Create a lapel pin that says “Ask me about Walk to Cure Psoriasis.” Wear it everywhere.
18. **Silent Auction:** Ask local businesses to donate items (e.g., \$10 worth of dry cleaning, car wash coupons, free sandwich and drink at a local deli, a week of free coffee). Set minimum pledge amounts and hold the auction over a week. You could also do this at your place of work.
19. **Web site:** E-mail everyone on your contact list to invite them to view your Web site. Remember, you can also send e-mails from your Walk Center, which will track your progress.
20. **Chiropractors:** Ask your chiropractor or other alternative practitioners to sponsor you and display a brochure or poster in their office.
21. **Tips:** Ask the servers at your favorite restaurant if they will donate one day’s tips or a portion of them to the cause. Or if you work at a restaurant, ask your colleagues to donate to a “pledge jar” that you keep at work.
22. **Art Class:** Do you take a local class? See if your classmates would be willing to donate to your cause.
23. **Housesit:** Offer to watch a vacationing friend’s home. Request a donation for your time and make sure they know that it will go toward the Walk to Cure Psoriasis.
24. **Neighbor:** Next time you see your neighbors or community members, let them know that you’ll be walking for a great cause and ask if they’d be willing to donate.
25. **Film Party:** Invite some friends over to watch a movie. Every time someone in the film says the word “walk,” everyone drops a dollar into a donation jar.
26. **Fundraising Dinner:** Ask a local restaurant to display a jar for spare-change donations. Make sure to include information about the walk and how people can participate.
27. **Happy Hour:** Wear your Walk T-shirt to your favorite happy hour hangout and ask people to donate to the cause and sign your shirt. Ask the DJ to announce that you are there and how important the cause is to you.
28. **Spin Class:** Set a goal at the beginning of the class and if it’s met, everyone must ante up \$1 per mile or minute.
29. **Theme Dinner:** Hold a theme dinner party for 10 of your friends. Have each friend donate a set amount and make sure to spend less per plate of food. Even better, get the food donated and simply ask for donations at the door.
30. **Rock On:** If you know musicians, ask them to perform a benefit concert. Tell people that their admission fee will be donated directly to the walk.
31. **Movie Tickets:** Ask your local theater to donate movie tickets, then sell or raffle them for a donation.
32. **Lawyer:** Got an upcoming meeting with your lawyer or insurance agent? Ask them to donate to your cause and see if they will display a walk brochure or poster in their office.
33. **Birthday:** In lieu of gifts, ask your friends and family to donate to the cause.
34. **Creative Friends:** Find a local artist or ask a creative friend to donate a piece of art or jewelry to offer as a prize in a giveaway. Charge \$1 per ticket and pick a winner!

35. **Color Donation Forms:** Print your donation form on colored paper so it will stick out in a stack of bills and other correspondence.
36. **Business Cards:** Make cards with the Walk information, your name and address and/or your personal Web site, and where people can send donations. Hand out the cards to everyone you meet. Contact [walk@psoriasis.org](mailto:walk@psoriasis.org) for template cards. Or see cards posted on the [fundraising resources](#) Web site.
37. **Travel:** Ask your local travel agency for a plane ticket that you can give away in a drawing.
38. **Doctors:** Ask your dentist and doctors to sponsor you and to tell other patients about your cause. Ask if they will display a brochure or poster in their offices.
39. **Swear Jar:** Every time a family member or co-worker utters a swear word, have them pay a dollar to your fund.
40. **International Food Tasting Party:** Host a potluck and ask friends to bring an international dish. At the party, discuss the cause and why you are involved, and ask for donations.
41. **Gardening:** Offer to do the weeding for neighbors and ask them to donate on behalf of the walk.
42. **Local Newspaper:** Place an article or letter to the editor in your hometown newspaper. Include your personal Web site so readers can donate online to your cause.
43. **Pet sit:** Offer to watch your neighbor's or friend's pet and put the fee you charge toward your fundraising goal.
44. **Radio Station:** Call your favorite station and ask them to announce the walk on the air. See if they will interview you on-air and ask people to donate to your personal Web site. Ask if they'll post a link to the walk website on theirs.
45. **Exercise Class:** Ask the staff at your gym if you can teach an aerobics or yoga class as a benefit for the walk. Charge a small fee.
46. **Poker Night:** Get friends together to play cards. Let them know that all money they bet will be donated to the cause.
47. **Hair Salon:** Ask the stylists at your salon if they will donate \$2 from each haircut they do over a weekend.
48. **Holidays:** Don't forget those holiday parties! Take your donation form and ask if attendees would donate to sponsor you.
49. **Mow-a-thon:** Choose a weekend and advertise in advance that you will mow neighbors' lawns for a set fee. Let them know that all money collected will go directly to help fight psoriasis.
50. **Free Rent:** Ask if your local apartment complex will sponsor you by donating one month's rent to the cause.
51. **Tip Jar:** Have a local business (or several) put a donation jar at the register or front desk with information about the walk. Include a picture of yourself and a story about why you are walking.
52. **Run Errands:** Offer to run errands for your friends or co-workers for a day (or a few hours). Charge a fee and put the amount toward your fundraising goal.
53. **Talent:** Think about your creative skills. Is there anything you could make and sell for donations?

54. **Clubs and Organizations:** Contact the local Rotary, Lions, Kiwanis and other service clubs. Ask them to sponsor you.
55. **One-per-day:** Take your daily vitamin and make your daily ask! Ask a different person each day to make a contribution. If you get four \$25 gifts, you will have raised \$100 in less than a week. Did you know the main reason people don't donate is because they are not asked? Depending on your fundraising goal, you may want to do it for multiple weeks or ask for larger gifts. The possibilities are endless!
56. **Make-up Artist:** Do makeovers for donations.
57. **Photographer:** If you are an artist/photographer, offer to take portraits for donations.
58. **Garden Tour:** Hold a tour at your home or a historical location. Promote it in the local newspaper and/or on radio stations. Remember, the cost of the tour is tax-deductible.
59. **Meet the Press:** Place an article in your company newsletter. Ask the editor to publish a story about your connection to the walk and how colleagues can support your efforts.
60. **Babysit:** Offer to watch your friends' children and put the cost toward your donations.
61. **Gala:** Host a formal party and charge admission.
62. **Karaoke Night:** Collect a pledge for each song that you sing. Recruit your friends to do the same.
63. **Pizza Night:** Get a local restaurant to donate pizza and host a party. Ask your friends for donations at the door.
64. **Universities:** Contact local colleges to see if they will post an ad in their school paper or on their Web sites to let students and faculty know about the walk.
65. **Talented Friends:** Ask a talented friend or family member to sing, dance or play an instrument at a fundraising event.
66. **Wine and Cheese Party:** Along with a donation, have your guests bring a bottle of wine with the label covered. Have guests sample each wine and vote for their favorite.
67. **Train:** Get ready by walking in busy neighborhoods. Wear your Walk T-shirt and ask for donations.
68. **Sporting Goods:** Talk to your local sporting goods store to see if they will post information about the walk or a jar to collect donations. Or ask if the employees would create a team.
69. **Bake Sale:** Bring baked goods to work and "sell" them. Talk about your personal involvement in the walk and collect funds for your cause.
70. **Be a Vending Machine:** Bring candy bars to work and let your co-workers know that they should come to you rather than the vending machine. Charge a little extra and put the money toward your fundraising goal.
71. **Screen Saver:** Create a special screen saver at work to display information about the event. It's a conversation starter.
72. **Alumni Association:** Contact your alma mater to ask for a donation. Ask if the editors of the group's newsletter will also post an ad calling on others to donate.

73. **In Memory Of:** If you are walking in memory of or on behalf of a loved one, include a picture of you with your loved one on your personal Web site.
74. **Bulletin Boards:** Hang posters and brochures on message boards around town to get the word out about the walk.
75. **Bookmarks:** Create inspirational bookmarks and sell them for a small fee.
76. **Brochures:** Carry brochures and posters with you wherever you go. You never know when you'll be asked to give more information about the walk.
77. **TV Show Party:** Host a party to watch your favorite show with friends. Charge admission.
78. **Dance-a-thon:** Plan an informal dance-a-thon. Have people who quit early donate a certain amount to the cause.
79. **Game Night:** Play monopoly, but use real \$1 bills. Collect the money at the end of the night and put it toward your fundraising goal.
80. **Temporary Tattoo:** Charge a fee and give temporary tattoos to friends. Let them know it's for a great cause and why you're involved.
81. **Graphics:** If you're computer savvy, design graphics for attractive notecards and sell them for a small fee.
82. **Fraternities and Sororities:** Contact the local chapters to get them involved. Invite them to join your team or make a donation on your behalf.
83. **Mechanic:** You've given them lots of business over the years. Ask if they'll sponsor you.
84. **Used Book Sale:** Collect your old books and recruit your friends and family to do the same. Put up signs in your neighborhood and have sale.
85. **Bowling Night:** Bring information about the walk and why you're involved.
86. **Old CDs:** Ever wonder what to do with your old CDs? Many stores will pay for them. Sort through your collection and see how much you can raise.
87. **Prom Dress:** Sort through your old bridesmaid and prom dresses. Sell them to a second-hand store. Get your friends to do the same.
88. **Virtual Party:** Don't have time or a place to have a party? Use the Internet. Send invitations by e-mail (use the online Evite service to track respondents). Offer drawing and silent auction prizes. This is a great way to have a "party" without incurring any costs.
89. **Flowers:** Pick flowers from your garden and sell them singly to friends, family and co-workers. Let them know it's for a great cause.
90. **Gift Wrap:** Talk to officials at your local mall during holiday season. Ask if you can set up a gift-wrap service and let people know that the fee for each wrapped gift will go to the Walk program. Make sure to display brochures on the table. You may be able to recruit walkers.
91. **Parking spot:** Organize a giveaway for a reserved parking spot at work. Charge \$1 for each ticket and draw the winner's name after a week. You can repeat this giveaway often so that several people get a chance at this prime location.
92. **Community Service:** Many students are required to complete community service. Have them join your team and fundraise as part of their project.

93. **Jeans Day:** Talk with your boss to set up a casual day at work that's not on a Friday. Let your co-workers know about the casual day and that anyone can participate with a \$5 donation.
94. **Corporate Sponsorship:** Contact several large businesses in your area to see if they will make a donation on your behalf.
95. **Change Jar:** Start your own personal change jar. Leave a jar in your house and put in any extra change. Start now and you'll increase your fundraising by walk time.
96. **Letters:** You've already sent out your e-mails. Now take an "old-fashioned" approach. Draft a personal letter, include a photo and send them to your friends and family—especially those who aren't computer savvy.
97. **Breakfast:** Host the day's most important meal at your office and charge a small fee.
98. **MySpace/Facebook:** Use your personal Web pages to announce your involvement in the walk. Send invitations & reminders to your friends through these sites.
99. **Mini-Golf Tournament:** Get friends and family together to participate. Charge an entry fee.
100. **Concession Stand:** Set up a concession stand at the next high school football game. Get the food donated and, *voilà!*, instant donations!
101. **Thermometer:** Create a poster board that will show your fundraising progress. Display it at work or at events you host to let people know how they can help you reach your goals.