

Fundraising Tips and Ideas



Four steps to get started:

Set a goal. The first step to getting your fundraising started is setting a goal. Think about the number of students, faculty, and staff at your school, and set a goal for your event that is attainable, yet challenging. Communicate the goal to teachers, students, and parents, and update them on your progress along the way.

Select your fundraising activities. Once you've set your goal, it's time to select the fundraising activities that will get you there. This document provides several great options, or you may come up with your own creative fundraising ideas.

Encourage competition. Creating fun and friendly competition is a great way to increase participation and fundraising. Consider incentives for the classrooms, grades, or individuals who raise the most money.

Recognize participants. Ensure everyone is recognized for their fundraising efforts by utilizing the customizable certificates provided on cancer.org/schools. Every penny counts!

Quick and Easy Fundraisers

The following ideas are easy-to-implement, tried-and-true fundraisers that are perfect for schools.

Put Your School Spirit on Display!

Send each student home with 10 donation cards, along with a collection envelope. Donation cards can be exchanged for a \$1 donation. Set a date to have donations and cards returned to school, and post donation cards on the walls throughout your school to display your commitment to the fight against cancer. Add a learning opportunity and extra fun by calculating how many donation cards would be needed to go around the entire school, and see if you can reach that goal!

Penny Wars

The rules are simple – pennies count as one point, and all other forms of currency count against you, depending on their value (dimes are 10 points, quarters are 25 points, etc.). Try to see which classroom or grade level can bring in the most pennies over a designated time period. Don't forget that a strategically placed \$20 donation could eliminate 2,000 pennies from a competing classroom!

Luminaria Sales

Luminaria are a great way to honor cancer survivors and remember those lost to cancer. Students can decorate luminaria bags in art class with pictures and messages of hope and support to display at your Schools vs Cancer event. Luminaria supplies are available through your local American Cancer Society office, or you can ask a local grocery or craft store to donate supplies.

Silver Helps Save Lives

An empty 16-ounce water bottle filled with dimes equals \$100! Give each student a water bottle to take home and collect dimes to return to school in a few weeks. See which student or class brings in the most dimes, and give a small reward to the winners. Students can decorate their bottles for even more fun!

Letter Writing Campaign

Provide each student with copies of a pre-printed template to write letters to everyone they know asking for donations. Students can customize and decorate the letters in class or at home. Ask students/parents to provide addresses that can be used to mail out the letters, and wait for the donations to roll in!



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Teacher Involvement

Students love to participate in fundraising activities that involve their teachers and principal. The following are some great ways to get staff and faculty members in on the Schools vs Cancer fundraising fun!

Pie in the Face

One of the school's favorite teachers allows each class that raises a certain amount for their Schools vs Cancer event to give them a pie in the face! Set the goal high enough that it's attainable, but is still challenging for the students to achieve.

Caught on Tape

The school principal or another popular teacher allows students to tape them to a wall to raise money for the Schools vs Cancer event. Students solicit donations for strips of duct tape (\$1-\$2 each) and take turns taping the teacher or principal to the wall.

Hot Dog for Cancer

The school principal agrees to dress up like a hot dog and let the students squirt them with ketchup, mustard, and relish if they reach their Schools vs Cancer fundraising goal.

Kiss a Pig

Each class collects donations for a month, and the teacher who receives the most donations must kiss a pig.

For more fundraising ideas, please visit cancer.org/schools.