

HOW TO...

HOST YOUR OWN FUNDRAISING EVENT



WHO WE ARE

Through coaching and consulting, Tara Transform works to support social change in order to build a world that offers accessible and equitable opportunities to all, especially marginalised and vulnerable groups. Our vision is to become the go-to partner to achieve social change, sustainable NPOs, thriving small businesses and successful women leaders.

I am deeply passionate about Africa's potential, and am committed to supporting Change Leaders such as women and entrepreneurs who support this vision

[Tara Transform](#) is led by Shireen Motara, who has over 20 years' experience working in the non-profit and development sectors in South Africa and the SADC region. Shireen is an authority in governance, programme design, operational efficiency, and resource mobilisation. She is also a certified coach that works with women and change leaders who seek to create a better world by acting to address poverty, unemployment and inequality. Shireen has a deep understanding of the socio-economic and political context and is active in working with civil society in different ways to drive social change.

We find innovative and different ways of solving stubborn problems. Our platform, [Tara Transform Fundraising Mastermind](#), is an online platform that provides ongoing access to fundraising opportunities for non-profits, shares information on funder strategies and uses technology and training to grow fundraising capacity in the sector.

OUR AREAS OF FOCUS

We consult in the following [areas](#):

- Fundraising and Sustainability
- Women's Rights and Gender Equality
- Entrepreneurship and Enterprise Development
- Leadership and Governance
- [Coaching](#)

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WITH 135% PROCUREMENT
RECOGNITION.

SOME OF OUR CLIENTS



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INTRODUCTION

This “how to” booklet provides practical information on what is required to host your own fundraising event. It includes:

- Planning
- Budgeting
- Organising human resources
- Types of events to consider
- Fundraising event ideas

Fundraising strategies that were effective a decade ago are not effective today, and therefore NGOs should capacitate themselves to embrace the various changing fundraising techniques and methods. As an NGO practitioner you might be well accustomed to raising funds through proposal writing, door to door collections, corporate partnerships, direct calls etc. but today there is a growing trend to organise special events for fundraising.

This guide will help you with organising special events to raise funds for your NGO.

WHAT IS A SPECIAL EVENT?

A Special Event is an outreach programme that serves multiple purposes for an organisation. It can help raise awareness for a cause, act as a fundraising event, allow a donor to engage with the grants beneficiary, and raise the spirit of giving. Special events have been used by organisations for many years to help raise awareness or money for a cause. Historically, they were fashioned as Evening Tea Parties or Lunch and Dinner parties, which were employed extensively by political parties, unions etc. to gather support.

Of late, charitable organisations have been using this outreach event to great effect. Special events have also evolved in the last couple of decades to now include Art Exhibitions, Marathons, Professional Sports, Movie premiers, etc. There is no rule as to what event can be considered a special event; you can put your innovation and creativity into planning the special event. Just remember that the event should be fun and exciting for the audience while at the same time helping you to achieve your planned output i.e. financial support.

HOW TO ORGANISE A SPECIAL EVENT

There are several components which are needed for your special event to be a success. Let us divide the entire process into three major components:

- Planning the event
- Preparations for the event
- Organising the event

Planning the Event

The entire process of organising a special event can become complicated without proper planning. For the event to be successful you need to be vigilant about each and every minute detail. No matter the size of the event, the most important element for its success will be planning. The moment you conceive the idea of organising the event, you should immediately sit down to chart out the entire plan.

In a diary note down everything that you think will be required for the event. This will include answers to the **what, why, how, for whom and when** of the event. Thoroughly look through the points and see if organising the special event is the best possible solution to achieve the given objective. Discuss with the relevant team members the purpose of the event, potential dates, the target audience etc. and take their feedback. Once you are certain, start drafting the plan for execution.

A typical plan should encompass the following details:

GOAL:

To ensure success and to guide your team, it is important for you to have a predefined goal and objective for the event. Make sure that the goal is in line with your organisation's mission and vision. For instance, if you work with cancer patients the goal of the event should be associated with the cause.

Example: Raise money to cover the cost of treatment for 100 children living with cancer.

TYPE OF EVENT:

Now that you have a purpose in place you should decide on the type of event. It should be noted that the type of event should complement the cause for which the Special Event is being organised. Careful alignment of the purpose and the type of event will assist in creating a deeper impact among the participants and deliver a lasting impression for the cause and your organisation.

Example 1: A Health Awareness marathon to raise awareness about cancer, where the money raised will be channelled towards the treatment of the specified cancer patients.

Example 2: For Cancer Awareness, a Cancer Research Charity Photography event which highlights cancer patients' journeys punctuated by hope and despair.

While deciding on the type of event you should also demonstrate sensitivity towards the cause. For instance, if your event is aimed at feeding hungry and deprived children, do not

organise a lavish gala dinner. Instead, plan an event where participants donate food which is then given to the needy.

- **Date and Venue:** Choose a date that gives you enough time to make all the preparations and ensure maximum participation in the event. Always keep a few tentative dates in your plan and finalize the date only once you confirm a suitable venue for the event.
- **Budgeting:** Finances of the event should be carefully planned and budgeted. The budget should include the costs which will be incurred during the various aspects of the event, the estimated earnings that will be used to cover the cost of event as well as surpluses for the cause. The team can also opt for opening separate bank accounts for the event. All financial work should be allocated to the finance and accounts team, which should maintain all records for auditing purposes and future references.
- **Preparations for the event:** Once the planning is complete you should start making arrangements for the event, which will include team formation.
- **Team Formation:** A successful event is backed by capable and well organised teams. Identify key members of the organisation and delegate responsibilities to them. Depending on the scale of the event you can form as many teams as will be required. Most often the following teams should suffice to carry out the workload;
- **Core Management team:** To decide on the cause, event and Goal. The team's role is to have an overview of the event and create synergy and coordination among the various teams. The team should essentially comprise the senior members of the organisation and if possible, representatives from different teams. This will help in creating synergy and ironing out conflicts.
- **Event Planning Team:** The event can be anything from a dinner, wine tasting, marathon, art exhibition or a cultural event. The team should be experienced in handling the event type.

Example: If the event is a marathon then they should be well-acquainted with the topography, liaising with local authorities and arranging refreshments stalls.

- ◆ **Invitation Team:** The purpose of this team is to identify, invite and host the audience. The team should be able to identify the correct composition of the audience which will identify with the cause and assist with the goal. The team should also engage with the audience at the event and convey the impact that the event is aiming to create. The team can also help promote the organisation's brand among the audience and engage with them even after the event.
- ◆ **Marketing Team:** Marketing and branding the event is critical for its success. The message of the event should reach the largest possible audience in the most effective way. Selecting the message and the medium of its propagation should be the key responsibilities of this team. The team can also double as a sales team for the tickets, coupons, or any other items that are being sold to raise funds.
- ◆ **Target Audience:** Now that the event is planned, the audience needs to be carefully selected. The right audience can help the cause, while the wrong one can render the event a failure. The audience or the invitee should be able to relate to the cause and find the event to their taste. It would be ill-advised to invite people who do not identify with the cause or cannot contribute towards the Goal.

Example 1: A Dinner event hosted to raise funds for the restoration of a Church should focus on well-to-do Christian families as an audience.

Example 2: A clean-up drive in a residential locality should have young individuals and students as participants of the same locality.

- ◆ **Marketing and Branding the event:** Creating a positive media image through diligently prepared marketing communication is a determining factor in successful event management. The communication should be crisp and emphasise the cause. It should be able to make an emotional connect with the target audience and motivate them to participate in the event with enthusiasm.. The medium of propagation for the event should be carefully chosen. It should be able to reach the target audience effectively. This is one of the most important elements for the event.

Example 1: If the target audience is school students then radio and pamphlets are effective means to reach them.

Example 2: For a Fine Art Exhibition the communication should be personalised invitations to the Target Audience.

- **Taking necessary approvals from authorities:** Get all the necessary permission from government authorities for organising your event. If you plan to organise a marathon get approval from both the police department and the transport department.
- **Logistics Arrangements:** Get all the bookings (travel and accommodation) in advance.
- **Promotional material:** All the promotional material should be printed and shared with your participants. Depending on the type of event, get the necessary stationary, pencils, brochures, magazines etc. printed well in advance.
- **Sponsorship:** Sponsorship is important so that all costs associated with the event can be covered. Your outreach officer can communicate and network with local corporations, schools, hospitals etc. to support your event in whatever way they can.
- **Standard Pitch:** Prepare a standard pitch for the event. The pitch should convey to the audience the purpose of the event, the proposed impact and the beneficiaries. Share the pitch with the volunteers and staff members so that everyone within the organisation is on the same page.
- **Organising the event:** This is the day which you had been working towards for all these months. You might be exhausted from all the preparations but now is not the time to rest. Remember to heed the following tips to ensure the event is a huge success:
- **Be energetic and enthusiastic:** All your team members should be energetic on the day of the event. It is important that the event is fun for the participants, which will only be possible if your team remains enthusiastic.
- **Greeting and welcoming the participants:** Make sure that your team is present in the venue well in advance. You and your team members should welcome the guests and brief them about the event.
- **Identify a master of ceremonies/spokesperson:** It is important for you to have a master of ceremonies, who will be responsible for welcoming the participants and setting the tone for the event. This should be followed by a brief presentation about the

organisation and the purpose of the event. Make sure that you choose a person who has good communication skills and who can effectively convey the purpose of the event. It will be the responsibility of the spokesperson to maintain participant interest and involvement in the event.

- **Promotional material:** Keep all the promotional material available on the day of the event. Place all the material on a table so that you can exhibit your reports and brochures in order for the participants to understand your organisation's mission and vision.
- **Network with people:** Make sure that all the guests are well attended to and that they don't feel excluded. Network with people during the refreshments, lunch or other breaks.
- **After Event Communication:** Once the event is successfully completed, an open line of communication should be kept with the audience. The more points of contact created the better it is for the cause and the organisation. The participants should be kept informed of the impact that their participation created and also how much progress has been made towards the cause. If budget permits souvenirs, memorabilia or newsletters should be shared with the participants. These small gestures help create a committed set of participants who not only participate repeatedly but also bring in more people who also empathise with the cause.

Just like other fund raising methods, you will have to customise the steps to suit your organisation. By following the broad outline and steps in the guide you can successfully organise a special event that will assist you in raising awareness and funds for your NGO.

TYPES OF FUNDRAISING EVENTS

1. FUN RUN/WALK

Fun runs and walks do not include marathons, half-marathons, 5Ks or other high-profile races. Fun runs in this research were defined as runs and walks that do not require special permits or road closures, for example an event that uses a community hiking trail. Overall, data indicates that fun runs and walks are the easiest to plan and they deliver a high return on investment for organisations of all sizes. This is especially true for midsize and large non-profits with an annual operating budget of R6 million or more.

Fun runs are not as easy for smaller organisations to put together and do not deliver as high a return. However, they are still a good choice for non-profits with lower operating budgets.

2. A-THON EVENTS

Fundraising through community events such as walk-a-thons have become increasingly popular in the non-profit community. Whether a non-profit is hosting a walk-a-thon, golf-a-thon, or a hike-a-thon, these events are a great way to:

- Raise awareness of your mission
- Build support within your community
- Increase fundraising

Rand for rand, a-thon events incur the fewest costs, which makes them a good option for most non-profits with small budgets looking to get the most bang for their buck. Large and mid-size non-profit organisations also see a good return on investment, while achieving results that yield low cost per rands raised.

3. COMPETITION (NON-SPORT)

Instil a sense of competitiveness among your supporters by organising a competition which involves activities such as eating, singing, or dancing. Members of the public then pay to participate in the voting process or in the competition itself to raise funds for your cause. Local laws can sometimes hinder a competition, so make sure your competition is legal before you spend time planning it.

Non-sports competitions are another type of event that incurs fewer costs for non-profit organisations of all sizes. This holds especially true for smaller non-profit organisations, where Software Advice's research shows non-sports competitions are the easiest type of event to plan with the greatest return on investment.

4. AUCTION

One of the most effective ways to bolster the scope of your event, attract more potential donors and get supporters to spend more money at an event is by incorporating a live or silent auction. An auction fundraising event not only gives your guests a reason to open their wallets, it also gives them something to do while socializing. It also gives your employees something to talk to your guests about during the meet and greets. Discussing items to be auctioned off gives you an easy tie-in to the fundraising component of the event without having to ask for a direct donation in person.

Auctions yield high returns on investment for midsize organisations and are easier to plan. For small organisations the return on investment is relatively good but requires more planning. However, for larger organisations auctions are difficult to plan, with little return on investment.

5. ART EXHIBITION

A charity art show is an opportunity for members of your community to display their talents for a good cause. There are several ways to host an art exhibition. One way is to hold the exhibit as a contest, where local artists showcase their work for a small entry fee in order to be professionally judged, with donated prizes for winners in various categories. Another way is to find artists who are willing to show their work with the purpose of selling it and then giving a percentage of the sale to your organisation.

Art exhibits are good events for large and midsize organisations to host. They are also relatively easy to plan. However, art exhibits are more difficult for smaller organisations to plan, with little return on investment.

6. GALA

A non-profit gala is a large-scale fundraising event that usually includes dinner, dancing, entertainment, silent auctions or raffles to benefit a cause. Because this is typically the biggest event a non-profit will hold, it requires many resources to pull together. While ticket sales go toward fundraising efforts, most galas also sell sponsorships or corporate tables, or hold a silent auction where, if most of the items are donated, you can have a much higher profit.

Galas can be expensive to host when taking into consideration food and beverage costs (including caterers, waiters, and bartenders), rental fees for the location of the event and marketing. Other major costs may include transportation, security, parking and hotel fees for VIP guests.

Due to the large upfront costs, galas are most beneficial for large non-profit organisations. Small and midsize organisations can also benefit from hosting a gala; however, this requires more planning and they usually see a lower return on investment. The average cost per rand raised by galas is also much higher than other event types such as an a-thon or art exhibition.

7. CONCERT

Benefit concerts aren't just the celebrity performer-packed events you see on television. Concerts can also be smaller scale, featuring local talent. The benefit is that these performers are more accessible and likely to bring their family and circle of friends to the event. With fundraising software, you can also ask bands to set up team pages and fundraise in the weeks leading up to the show. This way, even their out-of-town supporters who cannot attend will have the opportunity to contribute

While concerts can be some of the most fun events to host, they have a very high cost per rand and substantial upfront costs, making them more suitable for large non-profits with big budgets and experienced staff. These types of events are best suited for large organisations rather than small and midsize non-profit organisations.

8. SPORTING EVENT

Many sports teams work with non-profits to assist with non-traditional fundraising at sporting events. Foodstuffs such as hot dogs, hot chips, cooldrink, and peanuts are arguably the four essentials of every sporting event. You can be a promoter of all four of these treats, plus get donations for your organisation, all by working concession stands at a few of your local team's soccer, baseball and rugby games. Your organisation gets a percentage of what you sell during the day. Sporting events encourage teamwork and allow for non-profits to gain funds in an adrenaline-packed atmosphere.

While sporting events are fun to participate in, they typically provide little return on investment for all size organisations. Additionally, the average cost per rand earned in sporting events is only slightly above concerts but on par with gala events.

The size of an organisation typically determines the budget and type of event a non-profit should host. Size and budget aside, however, fun runs and a-thon events prove to be best when it comes to ease of planning, affordability, and return on investment. Contrarily, concerts and sporting events tend to take more time to plan with a lower return on investment.

TRACKING EVENT DATA

No matter what type of event you decide to host, you should always track your data (or numbers). The numbers will help you gauge the success of the event, improve attendance, and determine how to cut costs for future events.

For larger events with many moving parts, or for recurring events that an organisation aims to improve on year over year, performance analysis is best managed through fundraising and event management software. The reporting tools and dashboards make it less stressful for non-profits to analyse the performance of their events while also reducing the amount of hours spent doing administrative work. Otherwise, a simple spreadsheet can also do the same job.

CONCLUSION

Whether you're hosting a gala, an art exhibit, or a cake sale there are a few things you can do to increase donations on the day of the event, and in the future:

- Use fundraising and event software to reduce staff workload by automating common tasks and aggregating data.
- Ask for monthly donations rather than just one-time donations.
- Plan inspiring events, ensuring attendees leave with an understanding of your organisation's mission and what they can do to help.

“Events are usually transactional, rather than transformational—meaning they focus on entertainment to secure a one-time donation, instead of education, which turns guests into long-term supporters,” explains Katherine Wertheim, Certified Fund Raising Executive (CFRE), seasoned fundraiser, and principal at Werth-It Consulting. “By the end of an event, guests should be able to tell you about the non-profit, its cause, and why they should care about it. If they can’t do that, you’ve missed out.”



10,000 STEPS CHALLENGE

How It Raises Money: Sponsorship

Team members pledge to walk 10,000 steps a day over a certain time frame (often a week or month) in exchange for sponsorships.

Considerations: There are companies that you can connect with to supply pedometers and manage the event, including. You can also purchase pedometers online (in bulk) and have participants track their own metrics. To keep costs down, there are plenty of apps that count steps.

BOOK SWAP

How It Raises Money: Entry fee and general sale

Hold a book swap and charge a small amount for entry and/or per book exchanged.

Considerations: You'll need eager book enthusiasts and space. Talk to your local library about resources they have to assist you with your swap. Alternatively, you can start a book club with an entry fee.

POOL PARTY

How It Raises Money: Entry fee

It's summertime and it's sweltering. What can you do to cool people off and raise money at the same time? Host a pool party!

Considerations: Connect with your local pool (community/town, YMCA, neighbourhood association) and get information on prices and availability. Discuss particulars, including the option to bring your own food to sell, lifeguards, insurance, etc. before committing.

COMMUNITY YARD SALE

How It Raises Money: General sale

Everyone has a closet or garage full of things that they need to get rid of, so urge your community to bust out their old lawn mowers, clothes, and furniture to give for a good cause.

Considerations: After securing space (parking lots or streets with little to no traffic work best), ask sellers to reserve booths ahead of time. Therefore, you know how many volunteers and other resources you'll need on the day of the sale.

FOOD TRUCK EVENT

How It Raises Money: General sale

If your town has a food truck gathering spot, ask them to sponsor a night/week/event when a percentage of sales goes to your non-profit.

Considerations: Ramp up your marketing efforts on social media to maximize your efforts e.g. on Facebook.

HOST A CONCERT

How It Raises Money: Entry fee

You don't have to be a big charity to host a benefit concert- non-profits of any size can run one of these fundraisers. Just find a performer that fits well with your audience, and start the planning process.

Considerations: Ask local performers to consider donating their services in-kind. Secure the venue, security, insurance, and any other logistics months in advance. Then, market the event through all avenues, from social media to your website and email newsletter.

HOST A MARATHON

How It Raises Money: Sponsorships

Raise money by having your supporters run for your cause.

Considerations: Many towns and cities have popular routes for "rent" that go through parks and city streets. Call ahead to your local municipality before creating your own event. If hosting an entire marathon isn't in the cards, encourage participants to join a pre-existing marathon on a team to raise funds for your cause.

SWIM-A-THON

How It Raises Money: Sponsorships

Similar to a 5k, a swim-a-thon is a great fundraiser for schools, swim teams, and churches.

Considerations: Partner with a neighbourhood or city pool and recruit swimmers from nearby swim teams, as well as your current donor base.

BINGO

How It Raises Money: Entry fee, General sale

Everyone loves a rousing game of BINGO. Plus, it's a fun and easy to plan event suitable for the entire family.

Considerations: Contact non-profits in your community (or the local BINGO hall) to see if anyone has a set of BINGO balls, card, and markers/tabs you can borrow or rent.

OUTRAGEOUS BET FOR CHARITY

How It Raises Money: Sponsorship

Do you have supporters willing to go the distance to show their passion for your cause? If so, then consider daring them to perform an outrageous bet for charity. They can camp on

the roof of your building or dye their hair a funky colour- as long as it's outrageous!

Considerations: Promote these outrageous bets on social media to maximize your exposure to bring in more sponsorships.



MOVIE NIGHT

How It Raises Money: Entry fee, General sales (concessions)

Invite your donors, volunteers, and potential supporters to a family movie night.

Considerations: There are companies out there that provide movie night equipment rentals. To minimize your expenses, ask a local business to sponsor the event and cover the cost of rentals.

OBSTACLE COURSE

How It Raises Money: Entry fee, Sponsorships

With an obstacle course, you can go big (like the popular "Mud Run") or gear the event to children. Either way, you're sure to gather a crowd ready to take a risk while raising money for your cause.

Considerations: You don't need an extreme location to create a great obstacle course. A simple parking lot can be transformed into a spectacular course with some parking cones, baby pools, and rope.

PEER-TO-PEER ONLINE FUNDRAISER

How It Raises Money: Fundraising

Non-profits and charities with supporters eager to do some fundraising themselves should consider running an online peer-to-peer fundraiser.

Considerations: To ensure a user-friendly interface, technical support, and safe payment processing, partner with an online fundraising platform.

RAFFLE

How It Raises Money: Sponsorships, In-Kind Donation, General Sale

Ask staff, supporters, and volunteers to donate gift cards, gifts, and money that will be raffled off.

Considerations: Ask local businesses such as restaurants, boutiques, and salons to donate items for the raffle.

CARNIVAL

How It Raises Money: Sponsorships, General Sale

Many communities host carnivals in the spring and summer, and some partner with charities and give a percentage of the proceeds from ticket sales back to the community. Talk to local officials to get your non-profit on the receiving end of those donations!

Considerations: Be prepared with documentation about the impact you're making in the community when you request donations. An annual report and client testimonials work wonders. Then, encourage your loyal supporters to attend the event.

DUNK TANK

How It Raises Money: Pay per activity

Dunk tanks are a great fundraiser for churches, schools, and in the workplace. You'll need an unlucky volunteer or two (particularly

a supervisor or principal) to sacrifice themselves for the good of your cause.

Considerations: Dunk tanks can be rented from most party rental stores.

SANTA

How It Raises Money: Entry fee

Kids love Santa, and their parents love supporting worthwhile organisations. That's why a visit from Santa is a win-win for your non-profit or charity and the community.

Considerations: Schedules get very hectic around the holidays. To ensure a good showing, plan your day with Santa at the very beginning of December. Don't forget to have an amateur photographer on-hand to capture all those happy faces.



HAUNTED HOUSE

How It Raises Money: Entry fee

Transform an old house, a popular walking trail, or even your office into a "Not So Spooky" haunted house.

Considerations: Have staff and supporters gather decorations and prepare the site the morning of the event. Make sure you have enough volunteers to help with the "haunting" activities, like this school haunted house fundraiser.

EASTER EGG HUNT

How It Raises Money: Entry fee

Prep children in your community for a visit from the Easter bunny with a fun Easter Egg Hunt.

Considerations: To cut down on time filling those plastic eggs, buy them in **bulk online**.

MUSEUM OR ZOO NIGHT

How It Raises Money: Entry fee

Does your city have a museum, zoo, or aquarium that hosts special events after-hours? If so, then get on their schedule!

Considerations: This type of fundraiser is especially popular with millennials interested in mixing and mingling while making a difference.

COLD WATER PLUNGE

How It Raises Money: Sponsorships, Entry fee

Make the most of winter weather with a cold water plunge. This fundraiser is bound to energize your supporters and draw a crowd.

Considerations: You'll need a cold body of water, eager plungers, insurance, and medical professionals on-hand. This fundraiser takes some preparation, but you'll be rewarded by seeing the number of loyal supporters you have that are willing to jump in cold water to financially support your cause.

VIRAL CHALLENGE

How It Raises Money: Online fundraising

While there's no guarantee that a challenge you start will go viral like the ALS Ice Bucket Challenge did, there's no time like the present to try! Challenge your supporters to record themselves doing something crazy. Try having them bob for apples or dance a jig, and then

challenge their own friends and families to do the same. If they accept the challenge, they send your cause a small donation. If they don't accept, the donation is even larger!

Considerations: Get your local media involved (newspaper, news channel) to spread the word.

MURDER MYSTERY DINNER

How It Raises Money: Entry fee

Treat your guests to dinner and a show with a Murder Mystery Dinner fundraiser.

Considerations: This is another event that takes significant planning, but it's bound to be fun for staff, volunteers, and attendees. You can plan the event yourself or hire a professional company to do the legwork.

BABYSITTING

How It Raises Money: Entry fee

Parents are always looking for reliable childcare. If you have the space and folks eager to babysit, then this is a great fundraiser.

Considerations: Though nights are a popular time that parents are looking for babysitters, think outside the box. Try offering babysitting services so that parents can shop for the holidays, for example.

BAR CRAWL

How It Raises Money: Entry fee, Other

Get the attention of your supporters and beer lovers in your community with a bar crawl.

Considerations: Plan your route ahead of time, and consider matching t-shirts for participants. If you're looking to go above and beyond, take donation buckets along the way to encourage other bar patrons to join in on the fun (and help support your cause).

SKYDIVING

How It Raises Money: Entry fee

Do you have supporters willing to jump out of a plane for your cause? If so, then have them do just that!

Considerations: Coordinate an event with a local skydiving outfit or encourage participants to fundraise and skydive on their own. Either way, they'll be people jumping out of a plane because of your non-profit or charity- and that's something to celebrate.

PHONE-A-THON

How It Raises Money: General donation

Phone-a-thons aren't just a fundraiser of the past. In fact, many colleges and universities still use this as one of their primary fundraising techniques. So, grab your phone book and get to work.

Considerations: You'll need ample phone lines and volunteers during this phone call blitz. Don't forget to weed out your contacts that don't like to be contacted by phone.

BOARD GAME TOURNAMENT

How It Raises Money: Entry fee

Teams of people compete together during a board game tournament to raise money for your non-profit or charity.

Considerations: Ask local businesses or supports to donate prizes for tournament winners. And, you can give "bonus points" to board game participants/teams that fundraise on their own for your cause.

CROQUET TOURNAMENT

How It Raises Money: Entry fee

Croquet may not be the most popular sport, but it's fun for people of all ages and skill levels.

Considerations: Encourage participants to wear their most fabulous croquet gear. If you don't have the equipment, you'll find rental options at your nearby party rental business.

SCAVENGER HUNT

How It Raises Money: Entry fee

A scavenger hunt can be done online (through pictures) or offline (in person). Create a list of items (or mix it up with riddles) needed to win the hunt.

Considerations: To spice it up, encourage participants to donate extra money to "unlock" special clues.

TABLE TENNIS TOURNAMENT

How It Raises Money: Entry fee, sponsorships

Who doesn't love table tennis? Get your supporters in a competitive mood with a table tennis tournament.

Considerations: Before renting ping pong tables, ask your supporters if they have any tables that can be borrowed for the event.

R200 TURN AROUND

How It Raises Money: Sponsorship

Give fundraisers R200 for materials to create something (e.g. a table, cake, piece of art) and have them sell it to raise funds.

Considerations: Ask around your community for businesses and individuals willing to sponsor the event (or a fundraiser or 2)

5K RUN/WALK

How It Raises Money: Sponsorship, Entry fee

There's nothing better than spending a spring or fall morning participating in a 5K or a charity walk. Runners/walkers will need to pay an entry fee, but you can also encourage participants to get sponsorships.

Considerations: Races and walks are all the rage right now, so jump on the bandwagon. This is a great fundraiser that brings your current supporters together with potential donors from your community. Plus, specialty runs (such as The Colour Run) add a creative element to an otherwise simple idea.

GOLF TOURNAMENT

How It Raises Money: Sponsorship, Entry fee

People pay a pretty penny to golf, and businesses are often willing to pay for their employees to play a round in the name of charity.

Considerations: If you plan to offer incentives like a Hole-in-One prize, look into insurance. It's important to note that golf tournaments take a lot of preparation. If you have a volunteer base eager to assist, form a team to handle the nitty-gritty details.

PROJECT CROWDFUNDING

How It Raises Money: Online fundraising

Come up with a project that helps your community and cause and raise funds for it with a crowdfunding page.

Considerations: Rely on your social media followers and email addresses from your current supporters to spread the word about your campaign.

50/50 RAFFLE

How It Raises Money: General sale

The beauty of the 50/50 raffle is that it can happen anywhere - a sporting game, over lunch, or during around fundraiser.

Considerations: Purchase a roll of tickets in bulk so that you can run this fundraiser every time you have supporters gathered together.

ONLINE AUCTION

How It Raises Money: General sale, In-kind donations

An online auction of gifts and service vouchers is easy to run and manage.

Considerations: Check out some of the more popular online auction fundraising platforms out there.

HOLIDAY GIFT WRAPPING

How It Raises Money: Pay per activity

Wrap presents to support your non-profit or charity!

Considerations: It's common for large stores such as Woolworths and Pick 'n Pay to donate supplies to non-profits and charities. Write up a request and speak to a manager before fronting the cost for wrapping supplies.

CAR WASH

How It Raises Money: Pay per activity

Wash cars to raise money for your non-profit or charity.

Considerations: A location, access to water, and advertising are your biggest concerns here. Also, advertise a suggested donation (such as R50 per car).

COFFEE DONATION

How It Raises Money: Entry fee

Many workplaces offer free coffee for their employees and visitors, so talk with companies about setting up a donation jar. Coffee drinkers can be encouraged to drop R5

cents into a jar for each cup of coffee, for example.

Considerations: Companies/businesses can purchase the coffee on their own dime.

CHANGE DRIVE

How It Raises Money: General donation

Put coin collection jars in locations like town hall, library, restaurants, and other businesses. You'll be amazed at how quickly the change adds up.

Considerations: Don't forget to add your logo/branding!

CANDLE FUNDRAISER

How It Raises Money: General sale

Candles are an easy sell and offer a great fundraising program good for schools, churches, and non-profits of every size.

Considerations: Check to determine how many sellers you need to reach your fundraising goal.

SELLING TREES/SAPLINGS

How It Raises Money: General sale

Tree saplings are an affordable and desirable item that your supporters will have an easy time selling.

Considerations: Purchase trees in bulk from a local nursery.

AWARENESS BRACELETS

How It Raises Money: General sale

Sell your own awareness bracelets as a fundraiser.

Considerations: You can find a number of companies online that sell custom silicone and plastic bracelets.

SOCIAL MEDIA BLITZ

How It Raises Money: Online fundraising

Inundate your social media followers with messages about a day-long online fundraising campaign.

Considerations: Let your supporters know ahead of time that you'll be running a one-day fundraising blitz. On the day of the event, plan special images, videos, and stories that will encourage your audience to make a donation online.

FACEBOOK DONATE NOW FEATURE

How It Raises Money: Online fundraising

Use the internet's most popular social media platform, Facebook, to bring in donations from page visitors.

Considerations: You can link your Donate button to your website's donation page using this [Facebook tutorial](#).

BOX TOPS

How It Raises Money: Other

The Box Tops fundraiser is ideal for schools and churches.

Considerations: Families with children are likely to collect a bunch of box tops after each trip to the grocery store. Distribute a list of qualifying items so that your collectors know what food to look for.

WORKOUT CHALLENGE

How It Raises Money: Entry fee, Sponsorship

Participants enjoy a workout (or a series of workouts) and raise funds for your non-profit or charity.

Considerations: Check with your supporters to see if there is someone with experience as a fitness instructor or personal trainer. Ask if they'd be willing to run a series of workouts where proceeds would be diverted back to your organisation.

MAKE SOMETHING/CRAFT FAIR

How It Raises Money: General sale

Ask your supporters to donate handmade items for sale or auction.

Considerations: Try planning your "Make Something Sale" 4-5 months before the actual event to give your artists enough time to make their creations. Plus, it leaves your organisation ample time to advertise.



CREATE A VISUAL

How It Raises Money: Other

Do you have some powerful statistics related to your cause that you want to share? Make a visual representation and display it in a high traffic area such as a park, library, or schools. For example, every day in 2014, 16,000 children under 5 died — from hunger or hunger related causes. That's enough children to fill 180+ school buses. As a visual, we printed out what 180 school buses look like and hung it up in a main section of campus-catching the attention of a lot of people and inspiring them to give.

Considerations: This idea is all about awareness. What you're doing is drawing attention to the problem, and associating your organisation as part of the solution. Don't forget to add your contact information

and, if possible, direct people to check out your website's donation page.

HOST A TALENT SHOW

How It Raises Money: Entry fee, General sale

Your community has incredible talents, allow them to show them off while raising funds through ticket purchases, food, and beverages.

Considerations: Work with local schools, athletic groups, etc. to get families involved in the fun.

ART SALE

How It Raises Money: General sale

Do you have budding and professional artists in your community? Ask them to donate their art to the cause and have a gallery sale.

Considerations: Think of this event as an exclusive, swanky craft fair. Rent space from a local gallery (or set up a gallery in your office), institute a semi-formal dress code, and serve champagne!

HUNGER BOWL EVENT

How It Raises Money: Entry fee, Sponsorship

Ask local artists to donate handmade ceramic bowls to your charity. Then, hold a soup dinner where proceeds go back to your organisation. And, everyone leaves with a beautiful bowl!

Considerations: This is a popular fundraiser for organisations that work with food insecurity.

BAKED GOODS SALE

How It Raises Money: Entry fee, Sponsorship

Sell baked goods for a "goods" cause.

Considerations: Pair your sale up with a parade or another event that brings your community together to get in front of as many people as possible.

ART CLASSES

How It Raises Money: Entry fee

Schedule a time slot for a "wine and sip." Or, have an artist to come in and give a fun educational class and charge an entry fee donation. Proceeds or a percentage of the sales from the event go back to your organisation.

Considerations: There are many companies out there that specialize in this sort of event and they vary from one town to the next.

GRILLING/BRAAI CONTEST

How It Raises Money: Entry fee, General sale

Host a braai contest and fundraise at the same time.

Considerations: For a braai contest, you'll need a large space (like a parking lot), judges, and a whole lot of napkins. Ask your pit master participants to bring their own grills or smokers, or just tote their pre-cooked meats. Winner gets bragging rights, and all visitors get a huge plate of yummy meats and sides.

ICE CREAM SOCIAL

How It Raises Money: General sale

In the heat of the summer, there's nothing better than a bit of ice cream to cool everyone off. Host an ice cream social to bring people together and raise money.

Considerations: Don't worry about going crazy with ice cream flavours, most people will be happy with vanilla and chocolate. However, don't skimp on those sprinkles, cherries, and other toppings. The kids will love you for it!

HOLIDAY BISCUIT/CUPCAKE SWAP

How It Raises Money: Entry fee, Sponsorship

Host a holiday biscuit/cupcake swap for charity. You'll need eager bakers willing to create dozens of their best biscuits/cupcakes that'll be traded with other participants.

Considerations: Turn your cookie swap into a holiday party. Purchase a few bottles of champagne, play some music, and taste some of the yummy treats with the other charitable bakers.

PHOTO CONTEST

How It Raises Money: Online fundraising

Have participants upload their favourite photo of them interacting with your cause. Then, viewers can pay a fee to vote for their favourite.

Considerations: Pay per vote fundraising companies are popping up online.

FACE PAINTING

How It Raises Money: Pay per activity

Face painting is fun for the whole family and a surprisingly lucrative fundraiser for your non-profit or charity.

Considerations: Recruit an artist or two to set up a booth at a community event. Kids ALWAYS want their faces painted- and it's a bonus for everyone when the money is going to a good cause.

APPAREL SALE

How It Raises Money: General sale, Gifts-in-kind

Apparel sales are just as much about making money for your organisation as they are for awareness. After all, the more people wear

gear with your logo, the more others will learn about your organisation.

Considerations: Compare prices online to find a company that matches your budget. There are some outlets that even allow you to order as you sell, which lessens the risk for your non-profit.

"ARE YOU SMARTER THAN A..." TRIVIA NIGHT

How It Raises Money: Entry fee, Sponsorship

If your non-profit works with kids, then this is the fundraiser for you. Host a trivia night, such as one mirroring the popular show "Are You Smarter Than a 5th Grader...".

Considerations: You'll need to plan way in advance, hopefully with the support of the kids and the families that you work with. If your audience is of the millennial generation, talk with a local bar to take over their trivia night for your cause.

ORNAMENT SWAP

How It Raises Money: Entry fee

Supporters bring 2 ornaments that will be swapped, white elephant style, at an ornament swap party. At the end of the day, everyone winds up with 2 new, unique ornaments!

Considerations: Provide food, beverages, and a festive atmosphere and use the event as a way for your donors to mix, mingle, and connect with one another

KARAOKE

How It Raises Money: Entry fee, Sponsorship

While it's not for the faint of heart, karaoke definitely has the potential to lift the spirits and wallets of your donors. Along the way, everyone will be making a fool of themselves for your organisation.

Considerations: Before you rent high-quality karaoke equipment, ask around to see if you can borrow a set.

LOCAL CELEBRITY APPEARANCE

How It Raises Money: Entry fee

Does your community have a local celebrity that makes special appearances? If so, get on his/her schedule.

Considerations: Comedians, musicians, television personalities, chefs- celebrities of every genre and calibre live all around the world. Work with your favourite local celebrity to host a unique celebrity appearance fundraiser.

SHAVE HEAD

How It Raises Money: Sponsorship, Online Fundraising

Ask supporters to seek sponsorships to shave their head.

Considerations: Head shaving is bound to draw a crowd, so inform your local media in advance to increase the likelihood that the event will be covered in the newspaper and during the evening news.

GROW A BEARD

How It Raises Money: Sponsorship, Online fundraising

Maybe you want to go the opposite route of head shaving and instead delve into the world of facial hair growth. Like other similar events, participants will collect sponsorships to support their beard-growing efforts.

Considerations: Again, this is a fundraising idea that is as much about awareness as it is about raising money. People are going to want to know WHY others are willing to grow beards for your cause. Think ahead and give

participants pamphlets or elevator speeches to share with inquisitive friends and family.

PHOTO BOOTH

How It Raises Money: Pay per activity

Printed pictures are a rarity. Give your supporters an actual picture to take home with them at your next community event.

Considerations: You don't have to go and rent a professional photo booth (although, that is an option). Instead, hang up some fancy wrapping paper and purchase some photo booth props at a party supply store. Then, grab a Polaroid camera and shoot away!

TALENT AUCTION

How It Raises Money: Online fundraising, Pay per activity

Your supporters hold a variety of jobs, from lawyers and doctors to accountants and aestheticians. Ask them to donate a coupon or voucher for their services in-kind that can be auctioned off for your cause.

Considerations: You can choose to host an online auction or hold an in-person event.

COOKBOOK

How It Raises Money: General sale

Ask your supporters to submit their favourite recipes to be placed into your organisation's cookbook. Then, sell those cookbooks to friends, family, supporters, etc.

Considerations: Cookbooks make great holiday gifts, so plan to have the books available well before November rolls around.

SINGING VALENTINES/TELEGRAMS

How It Raises Money: Pay per activity

Forget roses and chocolate. Give your supporters the chance to express their love with a singing Valentine.

Considerations: Have your staff and volunteers go out in groups to deliver these special messages on and around Valentine's Day. If the event is successful, do it annually! That way, people will come to expect it (and count on it) year after year.