



FOUR SEASONS PARKWAY RUN & WALK

Benefiting Cancer Research at The Children's Hospital of Philadelphia

Team Fundraising Ideas

Top teams utilize the following strategies when planning their fundraisers:

1. Understand your community/target audience and try to identify something that might be of value or interest to them
2. Publicize the fundraiser heavily
3. Undertake the fundraiser with great enthusiasm – it's infectious!
4. Pursue fundraising activities on a year-round, ongoing basis

Here are some sample fundraising ideas to get you started:

Recipes for a Cure: Try putting together a Parkway Run/Walk cookbook as a year-round fundraiser. Collect recipes from family and friends. The books can be produced for \$2-\$3 and can be sold for \$8-\$10 each.

Car Wash: Get your team together for a local town car wash. Need a place to have it? Ask your local gas station or convenient store if you could use their parking lot!

Restaurants to the Rescue: Ask a local restaurant or café if they could hold a "Parkway Run/Walk Night" in which a portion of the proceeds for the day benefit the event.

Dog Walkers: Have your team members walk the neighbors' dogs for a donation. Many pet owners would appreciate the opportunity to have someone else take their dog for a long walk.

Poker Nights: Invite 10 people over for a round of charity poker. Send invitations explaining your Parkway Run/Walk participation and request everyone bring \$25-40 mad money. If you can recruit the rest of your team to help you, try this on a larger scale and hold it in your church basement or local school. Provide refreshments.

Candy Bar Sales: Purchase candy from places like Sam's or BJ's or get it donated and sell it.

Craft Fairs: many teams take advantage by having a craft table/drawings at these festivals.

Envelopes at Restaurant Tables: teams generate donations by placing a Parkway Run/Walk brochure with an envelope at every table stating "Please Support Our Parkway Run/Walk Team and the Children's Hospital of Philadelphia." Waitresses check envelopes after each seating.

Game Nights: get your team together once a week/month for Game Night. A different team member hosts with each team member bringing a food dish. Everyone pays \$5 to play with all the money going to your team.

Yard Sale: hold a Yard Sale in your community. Your team's junk could be someone else's treasure! Think about inviting other teams to participate, the bigger the better!

Super Bowl Party: organize a Super Bowl Party and ask everyone for a donation when they arrive. You can also do this for the basketball playoffs, Final Four, the Indy 500, Kentucky Derby, Masters final round, etc. This is an especially good idea for any team member with a large screen TV.

Potluck Party: Have each team member invite at least 10 couples, including family, friends, and neighbors, to a potluck dinner. Have team members provide dishes for the event, ask each couple for a \$20 donation.