



Top Fundraising Ideas

What it is There are so many ways that you can raise money for the American Red Cross. Below are some fundraising ideas you can use to help get you started.

The money you raise will help the Red Cross respond to the most urgent needs when they happen. From helping people recover after a devastating home fire to providing shelter to thousands of people following a natural disaster, the funds you raise will be used to help those in need.

Get started Determine the type of fundraiser you want to organize and reach out to your Red Cross chapter to see if it can support you. Below are 10 ideas to help you get started!

- 1 Food Trucks Partnership:** Pair up with local food truck companies to receive a portion of sales dollars or ask customers for a donation with purchase. This can be a fun weekend family event and can be held around youth sporting activities, such as football, soccer or baseball games.
- 2 Taste of the Red Cross:** Ask members of your club to make dishes from around the world. Bring the food to a central location and charge attendees an admission fee to enter and taste the dishes that your club prepared. Donate the proceeds from the event to the Red Cross.
- 3 Dining-In Challenge:** Challenge friends and family to eat at home for 30 days and use the money normally budgeted on dining out as a donation to the Red Cross.
- 4 Thon:** Participate in a challenge and collect pledges from family and friends. Popular thons include bowling, dancing and skating. You can also collect additional funds selling refreshments and asking local businesses for sponsorships. Companies may also sponsor the event—especially if the thon relates to their business.

Want more information?
Email us!

youthinvolvement@redcross.org

DID YOU KNOW?

An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs.

5 Field Day: Host a fun day with group-oriented activities, such as a volleyball tournament, tug-of-war competition or bag toss/corn-hole competition. You will need a large, open space, such as a field or park, and game supplies. You can expand on field day and include other activities, such as a wing-eating contest. Ask friends, neighbors, family, peers and co-workers to participate and bring fun games. Charge a “fee” per competitor as a donation to the Red Cross.

6 Containers of Hope: Use old containers, such as milk or orange juice jugs to collect cash from attendees during sporting events. You could either set up a tabletop display in high-traffic areas in the stadium or pass the containers around during half-time.

7 Artists Showcase: Create a painting or other work of art and sell to a local business, neighbor, friend or family member with profits going towards the Red Cross. Or, host a gallery night and invite friends and family to bid on or buy your works of art to support the Red Cross. Be creative and make holiday, birthday or thank you cards that you can sell to friends and family.

8 Garage Sale: Host a garage sale and advertise that the proceeds will be donated to the Red Cross.

9 Pajama Day: Ask students, teachers and faculty to pay a fee to get to wear pajamas to school one day. Consider having a contest for the funniest pajamas.

10 Teach a Social Media or Technology Class: Teach adults in the community how to stay connected through technology and social media. Introduce platforms, such as Facebook, Twitter or Instagram and encourage your students to ask others on social media to donate to the Red Cross. Ask that a donation be made to the Red Cross instead of a teacher fee. Advertise your lessons at local community or senior centers

What next?

After completing your fundraiser, talk to your Red Cross chapter about how you should submit the funds.



American Red Cross

How your gift provides hope



Last year, donors like you helped the Red Cross provide over **130,000** overnight shelter stays for people facing disaster



Last year, your gifts helped more than **7 million** people learn how to save lives through Red Cross classes



Thanks to your support, each year local Red Cross chapters respond to nearly **70,000** disasters



1 pint of blood can save up to **3 lives**



Your donations helped the Red Cross provide **6.7 million** meals and snacks to people affected by disaster last year



In 2011, Red Cross donors provided over **386,000** emergency assistance services to military members and their families

Before beginning, get in touch with your local Red Cross chapter or station for assistance. You can find contact information at redcross.org.

Shake it up!

- » Challenge other clubs, sororities, fraternities and other groups to see who can raise the most money.

Show and tell

- » Use email, Facebook, Twitter and LinkedIn to message everyone you know about your fundraiser.
- » Share your pictures and videos of your local community fundraisers by sending them to youthinvolvement@redcross.org.

Resources

- » Contact your local Red Cross chapter for assistance.