



Awareness and Fundraising with NephCure Kidney International

Try these fun ideas to support your awareness and fundraising campaign! You and your team add mission awareness to everything you do.

Make a difference while having fun. Below are a zillion great ideas that can raise awareness and much needed. (OK, not a zillion but A LOT) Your staff partners at NephCure Kidney International are available to help; from answering questions to brainstorming with you. Please email us at events@nephcure.org

- **Go to The Qr Code Generator** (<http://www.the-qr-code-generator.com/>) and create a QR Code that goes directly to your page. You can take a photo of your QR Code with your smart phone. Anyone you come across that has a smart phone can simply point their phone at your code and be directed to your page and donate in a few simple steps.
- **Kissers for Kidneys** ask your local party shop to donate orange lipsticks to sell for a day of awareness. Each donor gets to wear the lipstick (make sure to sterilize by using a new Q-tip for each application) and big donors can get their own lipstick to take with them.
- **Hold an On-line “Bakeless” Bake Sale:** A simple post on your Facebook, LinkedIn, Twitter or an email with the following poem and your fundraising page attached can raise quite a bit in a small amount of time.
 - **Many is the time I heard you say
I would rather give a "Dollar" than bake today
And so, we are asking you to help more or less
To make our Bakeless Bake Sale a big success.**
 - **Just donate the money that it would take
To Bake a loaf of bread or a beautiful cake
Or donate the amount of money it takes to buy
A dozen rolls or maybe a pie
We know you can help us if you will but try.**
 - To donate please click here: [[insert your page address](#)]

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- **Company Matches** - Many corporations will match employee donations up to a certain dollar amount. Ask friends that donate money if their company has a company match policy. (This one may not be as fun as the others but it is one you should always be asking about.)
- **International Dinner:** Have people from various ethnic origins cook traditional foods, and then charge admission to an international dinner. Add geography trivia games to bump up the revenue and fun.
- **Balloon Pop:** Before filling a balloon with air or helium, put a note inside. Have a certain number of the notes worth a prize. Have people buy balloons and pop them in the hope of getting the prize. Be sure to pick up the broken balloons afterwards.
- **Facebook “Likes” Donations** - Ask a local business if you can help them increase their facebook following, in exchange for bringing more "likes" to their page, you receive a donation to your charity in return. You can see the number of likes the company has before hand. Pick a date range ask have the donate for each new "Like"...then blast away and ask everyone you know to not only "like" the page but to post on their page...hundreds of dollars could be raised in a very small amount of time.
- **Miniature Golf:** Build a nine-hole miniature golf course in your office, featuring ramps, water and sand traps, and other obstacles. Charge people to play a round during lunch.
- **Kilometers of Coins for Kidneys:** Gather donations of coins and lay them side-by-side until they stretch out to be a kilometer long. Alternatively, surround your gym, library, or parking lot with the coins. Send us the photo along with the donation so that we can post it online!
- **Classic Car Show:** Organize a classic automobile show. Invite people to attend and to bring their cars by placing ads in local newspapers, leaving flyers at local businesses, and charging people to come and see the show.
- **Hoopla:** The competitor throws hoops over prizes. The person whose hoop completely lands over the prize gets to keep the award. Make sure you do not spend too much money on prizes. Homemade awards add some humor. Picture a sneaker spray painted bronze to show that the winner “walked in the shoes of a NephCure patient”
- **Ugly tie, worst hair-do, best mismatched outfit, wedding dress contest:** Charge admission to come to an event, dinner, or a sports game where the vote will take place. Provide a prize to the winner – bragging rights are often prize enough.

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- **Donation Jars:** By placing attractive and informative donation jars around your community, you can raise money. Ask local businesses for permission to place a donation jar next to a cash register. You can make a functional and attractive jar with common tools and craft supplies.
- **Candy Count for Kidneys:** Fill a jar with jellybeans or another candy that is kidney shaped and have people pay to guess how many there are in the jar.
- **Dress-down or jeans day:** Charge people who want to participate. Make certain that you ask permission of Human Resources, first.
- **Band and choir concerts:** Ask a band to donate their time by performing a benefit concert for your cause. Charge admission for the event.
- **Win a Chance:** Sell tickets and keep ticket stubs. On the date of the draw, have someone close his or her eyes and pick a ticket stub from all the ones that were sold. Do this publicly. The winner receives a prize.
- **Auction:** Have individuals, groups and businesses donate goods and services. Be creative in what you can auction off and make certain that the goods and services are sold at reasonable prices.
- **Perform a free service for donations:** Rake leaves, shovel snow, take care of a pet. When offering your service, ask the person who benefited from your actions for a donation toward your worthy cause.
- **Carnival day:** Host a mini carnival, with games, prizes and popcorn, in a local park or your own backyard. Charge admission and/or a small fee to play games. You can make it a seasonal carnival if you want.
- **Battle of the Bands:** Gather some bands from your local community. Book a venue and advertise with posters, flyers, and radio announcements. Hold a mini concert in which the audience chooses the winning band.
- **Pitch-a-thon:** Rent a radar gun and measure how fast people can throw a baseball or kick a soccer ball. Charge per try and give a prize to the fastest individual.
- **Puppet Show:** Make puppets with socks, felt and other craft materials. Pick out or write a story. Set a date, time, and location. Advertise with flyers and posters. Sell tickets in advance and at the door. Advertise to the local elementary school and day care facilities.
- **Hold a Theme Party:** Decide on a fun theme. Charge an entrance fee, but be sure to explain to people what their cover charge is going towards.
- **Plant Trees:** Ask a nursery for seedling donations and then get people to sponsor a tree.
- **Day of Community Service:** Gather together a group of friends, and contact a number of organizations for which you would be interested in volunteering. Then have people sponsor you to do community service for 24 hours.
- **Piñata Contest:** Charge a fee to have each blindfolded person have one turn at trying to break a candy-filled piñata.



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- **Craft Sale:** Make all the crafts yourself and sell them.
- **Three-on-Three Basketball Tournament:** Organize a basketball tournament with the winning team receiving a prize. This can also be done with soccer, tennis, badminton, volleyball, or any other sport.
- **Swim-a-thon:** Get sponsors for the number of laps you swim.
- **Beat the Goalie:** Pick the best hockey or soccer goalie you know and invite people to try to score a goal for a prize. Every participant has to pay to play.
- **Bingo:** Host a bingo night at a local hall, place of worship, or school.
- **Plant Sale:** Organize a plant sale with plants donated by local nurseries.
- **Boat Race:** Organize a model boat race on a body of water. Charge a participant/spectator entrance fee. The winner of the race gets a prize.
- **Fruit Stand:** Get permission to go to local farms and pick fruit to sell. Sell the produce in high-traffic areas or at community festivals.
- **Bowling:** Organize a bowling night or a competition. Charge everyone a small fee to enter or have participants get bowl-a-thon pledges.
- **Coupon Sale:** Have coupon books donated by local businesses, and then sell them to students and adults.
- **Scavenger Hunt:** Set a route and make a list of items that the participants need to find in order to win. Advertise your scavenger hunt well and charge everyone a small fee to participate. The winning person/group gets a prize.
- **Car Wash:** With a group of friends, set up a car wash in the parking lot of your school, church, office or public area. (Be sure to ask for permission and make sure that people are careful of moving cars).
- **Debate Evening:** Research a number of debate issues and invite various community members to debate issues. Charge the audience to come and watch. The issues can be fun.
- **Dog Show:** Invite faculty and staff to show off their dogs in a show. Make it a competition that people pay to enter, and offer a prize for the best groomed dog, most- and least-obedient dog, and so on.
- **Talent Auction:** Auction off the talents of people. For instance, great singers offer to sing at a wedding, party, or special event.
- **Duck Race:** Sell numbered plastic ducks. Set all the ducks afloat in a race on a river. The person who bought the duck that wins the race gets a prize.
- **Comedy Hour:** Host a comedy skit during lunch at your school or work and charge people to attend. Hecklers have to pay \$10 for 30 seconds of KIND heckling.
- **Eating Marathon:** Have a pie eating, hot-dog eating, or ice cream-eating contest. You can charge people to participate or to watch, or you can make all participants obtain pledges.

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- **Flower Show:** Invite gardeners from your community to enter their flowers in a competition for a prize. Ask volunteer experts to be judges and charge all participants and spectators a fee.
- **Sports Tournament/Fitness Competition:** Organize a sports tournament or fitness competition. Advertise well and charge spectators to come and watch groups compete. You may need to have medical personnel on hand.
- **Art Sale:** Have local artists donate some of their work, which will be displayed and then sold to the public.
- **Game Show:** Recreate one or more of your favorite game shows and charge contestants a small entrance fee. Sell tickets to the audience.
- **Karaoke:** Rent a karaoke machine or use your xbox or wii games, sell tickets or charge an admission fee, and sing all night.
- **Triathlon:** Set a course of running, cycling, and swimming. Have participants get pledges to compete to win prizes.
- **Lemonade Stand:** Make lemonade, post signs, and sell it on a hot day.
- **Garage Sale.** – ask your neighbors to bring you their stuff – one man’s trash is another man’s treasure, then hold a huge garage sale. Place a large sign out front that says – All proceeds go to Fund a Cure for Kidney Disease.
- **Raffle:** Could be a quilt, a special item like jewelry, day of beauty, kid’s rainy day games basket and more.
- **Pancake Breakfast:** Some companies will offer the equipment for free; others will give you the product necessary to make the pancakes.
- **Cake Walk:** Auction off cakes. Ask everyone you know to bake their favorite cake and donate it to your event. Have a “live Auctioneer” (Can be anyone you know) auction them off to your guests.
- **Gourmet Cooking School:** Hold a cooking class and charge an entrance fee.
- **Singing Telegrams:** Hopefully with someone who has a great voice!
- **Call a local restaurant and arrange a benefit night where your organization gets a cut of the night’s profit.** – Typically 15% - 25%. All you have to do is ask all of your friends, family and network to eat out at this restaurant on the same day and tell their server that they are doing this to support NephCure.
- **Tutor students at the local schools.**- Everyone needs support sometime in their lives. If you tutor students and donate the money to NKI, you are a double-do gooder!!
- **Bail Me Out** – Handcuff two willing fundraisers and let them loose when they raise “bail”.
- **Duct Tape the Boss** – Sell pieces of duct tape for donors to stick your boss or group’s leader to a wall suspended above the floor for a portion of an event.
- **Reverse Raffle** – All potential sponsors get a raffle ticket and sell it back for \$10 to avoid getting their name drawn to do something embarrassing.



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- **Spa Night** – Offer to have female volunteers give manis, pedis and 5 minute massages at a Women’s Night Out for donations.
- **X Marks the Spot** – Sell golf balls for \$10 each and send them all down a hill with the “tossler” blindfolded. The 3 that get closest to the center of a taped “X” below win prizes.
- **Birthday Pledge** – Ask for donations to NephCure instead of birthday gifts.
- **Chair Race Fundraiser** - You know those office chairs with wheels, and how you always want to race them across the office but you're not allowed to. Now's your chance. Pick two to four teams of two: one pusher and one rider. Then have people place bets on which team will finish first. All the money goes into a pot, with half going to the winning wagers and half going to charity. If you don't have room to race in the office, you can race in the parking lot instead. Plot out a course using traffic cones.

- **Get Hip to Affinity Group Fundraising!** Affinity fundraising groups are when you put together a network of people who will support your organization and raise money on your behalf. For example, you may have a lawyers group, a young professionals group, or a nurses group. Look at your professional network, if you are a lawyer, consider hosting a “Lawyers for (Insert Your Cause Here)” mixer or gathering where people pay to attend for the cause. Because affinity fundraising group members share something in common, they often grow virally, with members inviting new people who share the group’s common interest, your efforts are multiplied beyond the time and other resources you spend on the group.
- **Fashion Shows!** Fashion shows are always fun, getting clothes from major retailers is often as simple as providing a one-sheet, credit during the show and providing your credit card in case any of the items are damaged. Hold a model call and rally the troops. Be creative, fashion shows don’t always have to be about people, a Philadelphia organization hosts a dog fashion show every year, last year they raised a cool \$20k, people love their dogs!
- **Take a celebrity “prisoner.”** One of the absolute best unique fundraising ideas is to take a local celebrity “prisoner” for a day. The celebrity is given a cell phone and only released (usually kept in a faux cage in a public place) when he or she has raised enough money from friends, family and the crowd that gathers in front of the cage. It’s all in good fun and can attract public attention for your cause.



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- **Match Maker!** People are always looking for love! Host a charity Dating Game or a Bachelor/Bachelorette Auction. The highest bidder wins the date and all the public is welcomed, with a fee of course.
- **Rock-A-Thon Fundraiser** Each student asked for pledges from friends, family and neighbors to see how long they could rock in a rocking chair & playing video games. The kids bring their own rocking chairs or gaming chairs that rocked. They also bring their own non-violent video games and systems to play. The school supplies the TV's and electrical cords.