



Everyone Home DC Fundraise Your Way Toolkit





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Table of Contents

Welcome!	2
Fundraise Your Way Overview	2
Getting Started	4
The Basics	4
Step 1: Personalize Your Website, Tell Your Story	4
Step 2: Create Your Prospective Supporter List	4
Step 3: Write your Email(s) & Texts, and Make your Phone Calls	5
Step 4: Plan Your Weekly Outreach	5
Step 5: Hit Send! Again and Again!	6
Step 6: If choosing to host an event, host it!	6
Step 7: Thank Your Supporters	6
Milestones, Rewards & Recognition	6
Frequently Asked Questions	7
What if someone wants to support my campaign but does not want to donate on the website?	7
Can a company/business or foundation support my campaign?	7
My donor's company will match their gift, will that count toward my total?	7
Appendix Materials	8
More about Everyone Home DC	8
The Impact of a Dollar Fundraised	9
Fundraising Tips	9
Sample Personal Fundraiser Set Up	11
Sample Email Templates:	11
Email #1 : Introducing Your Fundraising Campaign	12
Email #2 : Sharing Progress and Impact	12
Email #3 : Final Call to Action	13
Sample Social Media Post Templates	13
Sample Social Media Graphics	14
Sample Phone Call Script	15
Sample Text Messages	15
50 contacts - Building Your Outreach List	16
Fundraising Ideas A-Z	16



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Welcome!

Thank you for joining Fundraise Your Way for Everyone Home DC. Everyone Home DC looks forward to seeing how you will take a stand for your unhoused neighbors and ensure every person in DC has access to safe, affordable, and comfortable homes in our city. We are excited to help you fundraise!

This toolkit contains everything you need to run a successful campaign and achieve your personal goal toward our collective goal of raising \$5,000 with the help of our community which we hope to raise by December, 2025.

In this document you will find background on Everyone Home DC, an outline for success, sample material, tips, and much more. While we have made every effort to make this toolkit as comprehensive as possible, if you need additional information or assistance our team is also available to help you in any way we can – we want you to reach your goal! We will be checking in with you throughout the campaign, and please feel free to contact Grace Arenas at arenas@everyonehomedc.org at any time as well.

Fundraise Your Way Overview

To start your own personal fundraising page, it is as easy as clicking “sign-up” through our Fundraise Your Way site!

Step 1: Choose Your Event Type

There are many ways to support Everyone Home DC! Choose from the ideas below or come up with your own creative ways to engage your community in fundraising to support people facing homelessness. If you’d prefer not to host an event and simply share an online fundraising page, that is another great way to make a difference! See more ideas in the appendix Fundraising Ideas A-Z.

Holiday Party	Candle Making	Game Night	Cooking Class	Car Wash
Scavenger Hunt	Bake Sale	BINGO	Dress Down Day	Tea Party
Comedy Show	Online Fundraiser	Garage Sale	Ice Skating Event	\$ for Miles Run



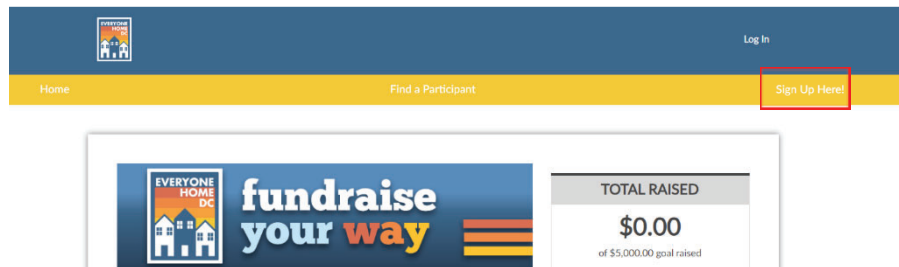
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Step 2: Create Your Fundraise Your Way Fundraising Page

Now that you are ready, go here to create your own unique personal fundraising page:
<https://p2p.charityengine.net/fundraiseyourway2025/>

Step 3: Click on the "Sign Up" Button.



If you haven't logged in or set up an account yet, you will be asked to login or set up an account.

Please note, you will want to verify your account before getting started. Once you are logged in, select "Get Started."

Step 4: Select "My Dashboard"

This will take you to a fundraising template that you can use as is or edit to best suit your campaign, if interested. And that's it! Now your page is created, and you can begin adding in your event information. Be sure to customize your page, share on social media, and use your fundraising site to track and thank your donors!

Step 5: Announce your fundraiser to your community

Your fundraiser's biggest supporters are people already in your life: Friends, family, coworkers, acquaintances, and people from your community. Getting started sharing your fundraiser is as easy as adding a personal note as to why Everyone Home DC's work is important to you, and sending your link out to your colleagues, friends, and family! From email to social media, don't be shy! The more people you ask, the faster you'll reach your goal. If 20 people gave you \$25, you'd raise \$500 which would provide enough water to distribute to our unhoused neighbors for an entire summer!



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Keep reading to check out tips to learn how to help your fundraiser be the best it can be!

This toolkit includes more details for those who are new to peer to peer fundraising, but for those who understand the process already, feel free to jump right into your page from here!

Getting Started

The Basics

If this is your first time managing your own fundraiser, no worries! We have prepared this toolkit to help you and the Everyone Home DC team is also here to ensure you meet your goal. Below we go step by step into how to prepare your personal fundraising page and send it out to friends and family for maximum success.

The detailed steps below are to ensure that everyone has all the information needed to feel ready to hit donate when you kick off your fundraiser. However, they are not meant to overwhelm! The most important thing to remember is to get your story/motivation for starting a fundraiser and out there to your community and in whatever way is easiest and fastest for you. So, once you personalize your personal fundraising page, be sure to share it on social media and to send it out via email and you'll be off and running. Read on for a more detailed way to think through this process.

Step 1: Personalize Your Website, Tell Your Story

You should personalize your personal fundraising page with your own story/motivation for starting a fundraiser and a photo. We have provided sample text in the appendix which you are free to use in its entirety, but we encourage you to think of our sample as a starting place to tell your own story.

The appendix also contains more about the goals and mission of Everyone Home DC, which we encourage you to share if it helps you tell your story.

Step 2: Create Your Prospective Supporter List

Telling your reason for fundraising authentically, and telling it to as many people as you can think of, are the secrets to the success of any fundraising initiative.



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You'll want to spend some time creating a list of names/emails to whom you will send your personal fundraising page, and then be ready to follow up with this list throughout the fundraiser as well. Use the "50 names" exercise in the appendix below to help you start gathering at least 50 contacts. And don't stop there! The more people you ask, the faster you'll reach your goal, and the greater impact you'll have on Everyone Home DC's mission.

Think about friends, colleagues, and family located anywhere in the country – or the world! There is no geographic limit to who may be excited to help advance this mission. Also think about all the people who are passionate about ending homelessness– this is an opportunity for you to give them the chance to support you in moving closer to that goal in a tangible way.

Step 3: Write your Email(s) & Texts, and Make your Phone Calls

Once you have your personal fundraiser ready and a list of who you will send it to, it's time to craft the message you will send. This will likely overlap with your story on your personal fundraiser, that's okay! Your goal is to inspire the reader to click on the link to your personal fundraiser and donate. If they see a similar message once they get there, that only serves to reinforce your messaging overall.

You should plan on sending at least three emails throughout the length of your fundraiser. If you think that text message or making a phone call will be more effective, utilize those communication channels instead or in addition to emails. A sample of how to build your email series, text messages, and a phone call script have been included in the appendix.

As your friends, colleagues, and family answer your calls to action and make donations to your page, be sure to remove them from future emails that ask them to give. Instead, thank them and send updates, without asking them to donate again. You may find that some choose to make a second donation as they get excited about helping you to reach your goal, but this should come as a result of thanking them for their impact. Once they've given, you don't need to ask again.

Step 4: Plan Your Weekly Outreach

As you know, people's inboxes & phones are full. It's highly likely that some of your friends will want to contribute to your fundraiser, but your first outreach will simply get



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buried in the list. This is the reason we suggest to plan at least three emails. If you can send four, even better!

Before the fundraiser kicks off, plan out your email series and mark your calendar for when you will send each. In between emails, plan to follow up with your closest friends directly via text or a phone call. You want to meet your potential supporters wherever they are. This means it's also a good idea to post on social media throughout the fundraiser – mark your calendar with those plans as well.

Step 5: Hit Send! Again and Again!

Now you're ready to get your message out to your community. Send emails and post on social media throughout the fundraiser, according to your planned calendar. You'll want to keep track of who has donated to you along the way, and thank them with a quick note (email or text) once they give. Be sure to remove those people's emails from your next email ask, so you're not re-asking people who have already given.

You may want to create a second email list of contacts who have donated. Send this "donated" list BCC emails that update them on your progress, express your gratitude, and share the impact of their gifts.

Step 6: If choosing to host an event, host it!

All of this preparation has led to the BIG day – your fundraising event! Be sure to invite all of your donors, share gratitude to those that supported you, connect what you are doing back to the mission of Everyone Home DC, take photos and have some fun!

Step 7: Thank Your Supporters

Once the fundraiser is over, send one more final thank you to your "donated" list. Let them know the final outcome of your fundraiser (how much you raised total) and the impact of their collective giving on Everyone Home DC's mission. Invite your supporters to follow Everyone Home DC on social media, and/or join our email list, to remain part of the movement.

Milestones, Rewards & Recognition

We look forward to celebrating your fundraising success! All fundraisers will be recognized in our newsletter. In addition, fundraisers will enjoy extra benefits at each of the following milestones:



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\$1,000: A social media highlight & Everyone Home DC swag!

\$2,500: A social media & blog post highlight and Everyone Home DC swag!

\$5,000+: A social media & blog post highlight, Everyone Home DC swag, and 2 free tickets to the Spring Social!

Frequently Asked Questions

What if someone wants to support my campaign but does not want to donate on the website?

Everyone Home DC accepts donations of all types and sizes! If a donor does not want to give through the website, they are also welcome to send a check.

Please have them write your name on the memo line so we are sure it's attributed to your campaign, and mail to:

Everyone Home DC Development
Attn: Fundraise Your Way/**FUNDRAISER NAME**
415 2nd Street NE, 3rd floor
Washington, DC 20002

In addition to checks and credit cards, Everyone Home DC can accept gifts of stock and other financial vehicles. For this type of giving please contact Kate Akalonu at akalonu@everyonehomedc.org for more details.

Can a company/business or foundation support my campaign?

Absolutely! If you have connections to businesses or foundations (including family foundations) that want to fund Everyone Home DC on your behalf, we encourage you to talk with them about your efforts and the impact Everyone Home DC is having on the community.

These entities can give directly to your website, or you may connect them with Everyone Home DC staff to coordinate other ways of transferring their funding. If an application process is required, Everyone Home DC staff are happy to assist you with those efforts.



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My donor's company will match their gift, will that count toward my total?

Absolutely! We encourage you to remind your donors to check with their companies about matching opportunities, as many corporations offer this (often forgotten) perk to their employees. You can search for eligibility here: <https://everyonehomedc.org/get-involved/employer-matching-gifts/>

If your donor is able to get their gift matched, ask them to send you an email or screen shot of the confirmation of the match. Send that to Grace Arenas at arenas@everyonehomedc.org and we will be sure to credit your fundraiser immediately, as the gift itself may take several months to arrive depending on each corporation's process.

Appendix Materials

More about Everyone Home DC

Fundraise Your Way is about raising funds for members of the DC community to not experience homelessness. Everyone Home DC takes a holistic approach in working with our community, beyond the home, we help address issues like health, food insecurity, and other basic needs. The more details you can share about Everyone home DC as you tell your story, the better! Here are some of our favorite resources to share when introducing the program to new people. Please feel free to use them as well!

- [Downloadable Logo](#)
- [About us and what we do](#)
- [Our Programs](#)
- [Funding and Reports](#)
- **2024 Program Successes**
 - 287 Family and Single Adult Households (372 Adults + 510 Children) achieved and maintained housing stability through our [Rapid Rehousing](#) and [Permanent Supportive Housing](#)
 - 20 individuals who were chronically homeless were matched with housing, and 8 individuals moved into their own apartments.
 - 90% of the 567 families (534 Adults + 720 children) working with [Family Homelessness Prevention](#) were able to avoid a shelter stay.



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- The [Drop-in Day Center, Shirley's Place](#), had more than 8,500 engagements with nearly 1,000 individuals and provided:
 - 10,000 nutritious lunches in partnership with DC Central Kitchen
 - 1,100 showers
 - 600 laundry sessions
 - 730 toiletry kits
 - 1430 emergency food, clothing, transportation, prescription, identification voucher, and rental assistance services.

The Impact of a Dollar Fundraised

Connecting the impact of a donation is a powerful tool for helping potential donors see the value and reach of their donation!



Impact of a Dollar Fundraised

Every dollar raised directly supports Everyone Home DC's mission.

What You Give

\$25

240 loads of laundry at Shirley's Place

\$50

50 pairs of socks for our unhoused neighbors

\$100

One month's worth of cleaning supplies, toilet paper, and toiletries for family fleeing from a violent situation to an apartment

\$250

Graduation and prom fees for a graduating senior in one of our housing programs

\$500

Enough water to distribute to our homeless neighbors for an entire summer

\$1000

Furniture for a family moving from a shelter into our Rapid Re-housing Program

\$2000

One month of Street Outreach by our Street Outreach Specialist through AVODAH, The Jewish Service Corp

What It's Worth



Fundraising Tips

- **Set a Meaningful Goal**
 - A good rule of thumb when setting a fundraising goal? Realistic, but optimistic! Aim for an amount on the high end of achievable to challenge



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yourself and your community of supporters. Check out the "Impact of Dollar Fundraised" to help you select a goal.

- **Be Your Own Biggest Supporter**
 - Lead the charge to fundraising success by donating to your own campaign! Fundraisers who self-donate raise TWICE as much as those who do not, so be an example for your supporters.
- **Engage with Email**
 - 1 in 5 fundraising emails leads to a donation, which is a great reason to craft a message that will stand out in your supporters' inbox! Our "Spread the Word" resource can help you.
- **Second Time's the Charm**
 - People benefit from reminders. As 42% of donors do not donate on their first visit to a fundraising page, you should not be afraid to reach out a second time to maximize your supporters' participation!
- **Get Social**
 - Spread the word far and wide using social media! This strategy will help you reach more people, increase awareness about how your community can help our neighbors, and yield major results for the September challenge-- a fundraiser using Facebook, for instance, averages \$225 in donations!
- **Personalize Your Ask!**
 - Share your Everyone Home DC story! Letting others know why supporting our mission is meaningful to you creates a deeper connection with potential supporters.
- **Double Your Impact**
 - Check to see if your employer has a match program for charitable giving. This will help you reach your goal in no time!
- **Share Your Gratitude**
 - A heartfelt thank you goes a long way! Remember to thank everyone that donates to your fundraiser, and consider personalizing your thank you with a handwritten note.
- **Sphere of Influence**
 - 39% of Americans have donated to a nonprofit thanks to a request from a friend or family member! Think about who in your network may be interested in supporting you!
- **Fundraise On and Offline**
 - Fundraising both offline and online helps fundraisers raise three times more than those who only fundraise one way! Host an event, speak at



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your school/office, send a series text message, or involve local businesses by asking them to put up a flyer!

Sample Personal Fundraiser Set Up

The below text is a sample of what you may want to insert into your fundraising page to make it more personal:

[Title: A Compelling Headline that Grabs Attention]

[Engaging Introduction]

Introduce yourself or your organization and briefly explain the purpose of your fundraiser.

[Tell Your Story]

Explain why your cause is important and why you want to make a personal impact, along how it has personally impacted you, if relevant. Highlight how Everyone Home DC has inspired you to start this fundraiser.

[Impact]

Describe how the funds raised will make a difference. Be specific about how donations will be used and the positive outcomes they will achieve.

[Call to Action]

Clearly ask for support—donations, sharing the campaign, or getting involved. Emphasize urgency to raise the funds by **DATE**.

[Express Gratitude]

Thank your supporters and express appreciation for their contributions. Let them know their support is valued and impactful.

Sample Email Templates:



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The best emails are ones that tell your unique story about why Everyone Home DC is important to you, thus inspiring your community to get involved. Our samples offer a model for a three-email series, where you fill in the details for your personal story.

Email #1 : Introducing Your Fundraising Campaign

Dear friends,

I've joined Everyone Home DC to raise awareness and funds and I am excited to share this work with you. Everyone Home DC is improving the lives of children and families impacted by or at risk for homelessness. By providing housing solutions and wraparound services, Everyone Home DC is ensuring that housing is just the starting point and seeing people thrive is the finish line.

[Insert personal story about why you are helping to raise money for Everyone Home DC].

My goal is to raise \$GOAL to help Everyone Home DC as part of the 2025 Fundraise Your Way. Will you help me reach my goal with a donation to my personal fundraising page today [Insert link]?

If you have any questions about Everyone Home DC's work or my experience with them (or how to donate to my fundraiser) please feel free to be in touch anytime. I love being able to share my passion about ending homelessness.

Sincerely,
NAME

Email #2 : Sharing Progress and Impact

Dear friends,

A few weeks ago I sent you a note to share information about Everyone Home DC and my fundraiser [insert personal link] for the 2025 Fundraise Your Way.

Your gifts help provide dignity and basic needs for our neighbors, things like clean laundry and hot meals. [Insert personal story commitment to Everyone Home DC and why you are helping to raise awareness for it].



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That is why I am so passionate about participating in the 2025 Fundraise Your Way this year. Will you help me reach my goal of raising \$GOAL so that I can help Everyone Home DC create housing solutions that help people thrive? Giving is easy! Just click here for my personal website [link to website].

Thank you again for supporting me and Everyone Home DC through this gift. I look forward to sharing updates with you as I continue my journey to raise funds and awareness for Everyone Home DC!

Sincerely,
NAME

Email #3 : Final Call to Action

Dear friends,

These are the final days of my Everyone Home DC fundraiser [Link to page] and I am hoping you can help me cross the finish line!

My goal is to raise \$GOAL by DATE, and I'm only AMOUNT away!

With your gift of any size today, I know that we will hit this goal. Your support means to the world to me and our neighbors as we work to ensure that everyone has a safe place to call home. Everyone Home DC will use your money to [insert information here]. Together we are part of a movement that is helping to ensure that all our neighbors can thrive!

Sincerely,
NAME

Sample Social Media Post Templates

Post #1: Everyone Home DC is improving the lives of children and families impacted by or at risk for homelessness. By providing housing solutions and wraparound services, Everyone Home DC is ensuring that housing is just the starting point and seeing people thrive is the finish line. My goal is to raise \$GOAL to help Everyone Home DC as part of the 2025 Fundraise Your Way. Will you help me reach my goal with a donation to my personal fundraising page today [Insert link]?



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Post #2: I am so passionate about participating in the 2025 Fundraise Your Way this year for Everyone Home DC. Will you help me reach my goal of raising \$GOAL so that I can help this organization create housing solutions that help people thrive? Your gifts help provide dignity and basic needs for our neighbors, things like clean laundry and hot meals. [Insert personal story commitment to Everyone Home DC and why you are helping to raise awareness for it].

Post #3: These are the final days of my Everyone Home DC fundraiser [Link to page] and I am hoping you can help me cross the finish line! My goal is to raise \$GOAL by DATE, and I'm only AMOUNT away! Please support my efforts.

Post #4: @Everyone Home DC supports the holistic needs of individuals and families at risk of or experiencing homelessness. Would you like to join me in making a difference in our community by donating to my fundraising page [Insert link]?

Post #5: A personally meaningful gift will support @Everyone Home DC's programs, which aim to make DC a thriving and diverse community where all people can obtain and remain in safe, affordable, and comfortable homes. Donate here today to support me in reaching my \$X goal [Insert link]!

Sample Hashtags:

- #nonprofit
- #donate
- #community
- #washingtondc
- #dc
- #giveback
- #activism
- #dogood
- #socialgood
- #support

Sample Social Media Graphics



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Below are some social media graphics that you can use when promoting your fundraiser! If you are feeling extra creative we encourage you to use [Canva](#) (free accounts are available) to design your own graphic!

- [Social Media Graphics](#)

Sample Phone Call Script

Hello **Name**,

I am calling today in hopes that you will join me in my mission of helping individuals and families at risk of or experiencing homelessness in my community.

I am hosting a fundraiser/event for Everyone Home DC. Everyone Home DC prioritizes supporting the holistic needs of individuals and families they work alongside with the mindset that housing is a starting point and seeing people thrive is the finish line.

SHARE PERSONAL CONNECTION HERE - **Why did you start a fundraiser? How long have you been partnering with Everyone Home DC? Why is this meaningful to you?**

Can I count on you to help me reach my fundraising goal of \$**X**/ attending my event?

- **Yes:** Wonderful; I will email/text you a link to my fundraising page so you can contribute directly to Everyone Home DC OR I will email/ text you more information about the event/fundraising page. Thank you so much for supporting me in my mission of helping individuals and families at risk of or experiencing homelessness in my community.
- **No:** Thank you for your consideration. Please do not hesitate to reach out in the future if you change your mind.

Thank you for taking the time to hear about why I started a fundraiser for Everyone Home DC.

Have a great day!

Sample Text Messages

Sample texts:



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- I started a fundraiser for Everyone Home DC ([share personal reasons for your involvement](#)). Help me to reach my fundraising goal of \$X by donating here: [\[insert link\]](#).
- I am \$X away from reaching my fundraising goal to support Everyone Home DC. Would you consider supporting me? You can give today here: [\[insert link\]](#).
- The need to raise critical funds to support people facing homelessness is more urgent than ever. Please donate to my fundraising supporting the impactful work of Everyone Home DC-here: [\[insert link\]](#).
- A personally meaningful donation can go a long way in supporting our unhoused neighbors. Please consider donating to my fundraiser for Everyone Home DC here: [\[insert link\]](#)

50 contacts - Building Your Outreach List

Are you wondering who to ask for a donation? Here's a quick way to jog your memory of people that might consider supporting you! This list isn't exhaustive by any means but rather an exercise to help you consider all the different groups of people you could ask to support your efforts. By all means, don't stop at 50 – the more people you ask the quicker you'll reach your goals! Grab a pen and start writing. You'll be surprised by how quickly your list grows!

- 5 relatives
- 5 friends from high school
- 5 friends from college
- 5 current co-workers
- 5 former co-workers
- 5 neighbors
- 5 church or social group contacts
- 5 people you do business with (salon, mechanic, trainer, etc)
- 5 people who have invited you to a gathering
- 5 friends through your partner, children, parents, etc (friend of a friend!)

Fundraising Ideas A-Z

Check out the ideas below or use your creativity to dream up your fundraising event!

A	Ask, ask, ask: The first step in any successful fundraising campaign is to ask as many people as you know!
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B	Brown Bag Lunch: Have employees bring a brown bag lunch to work on designated days and ask them to donate the cost of what they would have spent on lunch to your efforts. Bring in drinks and dessert as an extra thank you for those who support you.
C	Car Wash: Host a car wash at a local gas station with the proceeds supporting your fundraising.
D	Dress Down Day: Work with HR to allow peers to wear casual clothes if they donate a designated amount to your fundraising efforts.
E	Everyone Needs Caffeine: Offer to pick up morning coffee for coworkers and charge a donation fee.
F	Fifty-Fifty Drawings: Hold a fifty-fifty drawing at work or your congregation. The winner splits the pot; it's a win-win!
G	Guest Bartending: Are you friends with your local bartender? Ask him/her to put a sign up on a designated night that says all tips come back to Everyone Home DC. OR talk to a local bar about being a guest bartender for the night for a cut of the profits or cover charge, and make sure to promote the night to all of your friends and family!
H	Host a Bake Sale: Baked goods and hungry coworkers always go well together! Prepare small treats and sell during the morning rush, lunch time, and the afternoon snack break!
I	Ice Cream Social: Plan to host a social at your work, school, or congregation. Ask all that attend for a donation.
J	Jeans Day: Similar to a Hat Day, allow those who donate to wear jeans on a designated day.
K	Karaoke Tournament: Charge an entry fee and host a karaoke tournament at your house. Karaoke machines are available to rent and make a fun night out of it! Voting is done in dollars, so those who attend can make sure they win by donating the most!
L	Letter Writing: Another key aspect of fundraising is the letter or email campaign. Draft a letter that shares your passion for and commitment to Everyone Home DC.
M	Matching Gifts: Many companies already have a matching gifts program. Is your company one of them? Ask all who donate to you to check with their HR departments as well to see if their donation is also eligible. This is a very simple way to double your donations!



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N	Night Out: Offer to babysit for friends or family members in exchange for a donation.
O	Open House: Invite all your friends over for an open house. You can make it a casual night or a more formal dinner party. Take a moment to share your testimony of the impact Everyone Home DC is having. Ask them to give a small donation.
P	Penny Wars: Put a jar out for each department in your office. For every penny that is in there you have to subtract one point. For all the silver coins you add one point. Do this for a week and reward the department with the highest total.
Q	Quizmaster: Ask a local bar or restaurant to host a Trivia Night. Invite all your family and friends and have teams entered for a fee. See if you can get the venue to donate a gift card for the winner or a percentage of the proceeds from your guests as well!
R	Restaurant Night: Approach your favorite restaurant and ask them to host a "Donate the Proceeds" night to support Everyone Home DC. Agree that they will donate a designated percentage of their sales from that evening and make sure you let everyone know when and where it is happening!
S	Shave for a Good Cause: Ask a family member or friend, or community celebrity, if they will shave their head, or beard, if you are able to raise a certain amount. Spread the word and host a party when you hit that amount and the shaving occurs!
T	Tag Sale: Look in closets at home and in the office. Sell the items for a small price.
U	Ugly Sweater Party: Host an ugly sweater party at your house (great idea for the holidays). Encourage everyone to wear the most heinous sweater they can find. Voting is done in dollars. Whoever is wearing the sweater that gets the most votes in dollars wins a special prize, but all the money comes back to your efforts!
V	Volunteer Your Time: Turn any job you would typically charge for into a fundraiser. Babysitting, housesitting, snowplowing, dog walking, etc. Get creative, we're sure you can think of something that you are normally doing that others would offer to donate to you cause as a trade!
W	Wine & Cheese Party: Lots of wine stores will host wine tastings with



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	proceeds going toward your fundraising efforts. Can't secure a store do so, well then see if any stores will donate a few bottles and host a party of your own for a fee!
X	Xtra Change: Put out a jar at work and at home (or ask a few local businesses to put a jar near their register) and collect your spare change. You'd be surprised how fast the dollars will add up. Make sure to label the jar with your story or team name so those who donate know where their money is going!
Y	Yard Work: Offer to do the yard work of your neighbors for a donation. Charge designated amounts for different projects, mowing the lawn, raking the leaves, trimming hedges, etc.
Z	Zumbathon: Ask your local gym if they will host a Zumbathon, spinning or kickboxing classes to support your fundraising efforts. Spread the word to your community and watch the dollars add up! Encourage healthy lifestyles at the same time!