



Fundraisers in a box

Easy steps to raising funds

Aflac

Cancer & Blood
Disorders Center
CHILDREN'S HEALTHCARE
OF ATLANTA

How it works

Have fun and fundraise

The events and fundraising ideas listed in this informational packet are great ways to raise funds for the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta. This step-by-step guide provides ideas for you to use—as they are—or adapt them for your employees, customers, friends and family.

There are many ways to make your fundraisers fun and successful. Use prizes as incentives by asking local retailers to be involved. You may also consider asking them to match funds or provide in-kind donations.

The possibilities are endless, but one thing remains the same—every dollar you raise impacts patients and their families at the Aflac Cancer and Blood Disorders Center. Thank you for making a difference in the lives of children with cancer and blood disorders.

Contact information

Please send all donations to:

Aflac Cancer and Blood Disorders Center
University Office Park – Dartmouth Building
3395 NE Expressway, Suite 100
Atlanta, GA 30341

Please contact **Sara Venker** at **Sara.Venker@choa.org** or **(404) 785-7216** with questions.

Please note, the Aflac Cancer and Blood Disorders Center is unable to reimburse event and/or activity expenses. All expenses should be paid for out of the event budget. Due to the large volume of Children's events and activities, the Aflac Cancer and Blood Disorders Center is unable to provide public relations or marketing support of your event.

Event planning

Helpful tips

Choose a good planning committee — Enlist enthusiastic people with dedication and skills to make your event a success. Involve enough volunteers to share the workload.

Establish measurable goals — Set realistic goals that you can measure and attain. By tracking progress, you will generate stronger event participation and community goodwill.

Brainstorm — Get everybody thinking, dreaming and discussing ideas. Now is the time to let imaginations soar. We will provide the basics, but be creative. You know your audience the best.

Choose the right event — Decide on the right event/promotion/fundraiser that best utilizes the unique pool of talents, skills and interests of your particular group.

Identify your target audience — Who do you want to participate in the event? Does it include public participation or is it geared to members of a specific organization?

Schedule your event — Pick a date and time that will encourage maximum participation. Unless your event is holiday-related, stay away from major holidays to ensure best response. Most importantly, give yourself plenty of time to organize and publicize to guarantee greater success and fewer headaches.

Plan your budget — By identifying and planning for expenses and income sources in advance, you will maximize donations by keeping event costs down.

Promote and publicize your event — Publicize early. Get the word out every way you can. Utilize Facebook, flyers, community bulletin boards, e-mail and word-of-mouth.

Collect the funds — Gather the majority of donations before or during the event. All funds should be in-hand within 30 days of the event date.

Thank you — Recognize and acknowledge everyone who participates. Let them know how much money was raised and encourage them with praise. This can lead to an annual undertaking that generates donations for years to come.

Have fun — Take a lot of pictures and send them to us for future use.

For kids

Please send all donations to:

Aflac Cancer and Blood Disorders Center
University Office Park – Dartmouth Building
3395 NE Expressway | Atlanta, GA 30341

Read-a-thon for a cure

About

This is great for kids who love to read. It works for an entire classroom or an individual child.

How it works

- Have each child pledge to read a certain number of books or pages in a given amount of time.
- Parents, family members or friends pledge an amount of money per page or book.
- Child keeps track of own reading.
- Money is collected at the end of the time period and sent directly to the Aflac Cancer and Blood Disorders Center.



Classroom coin drive for a cure

About

Have a classroom or school to compete against other classes or local schools.

How it works

- Each student receives a flier advertising the coin drive.
- Students collect change over a predetermined period of time.
- Each student receives a baggie to collect their change.
- The student who brings in the most money wins a prize. The classroom who collectively raises the most money wins a prize (ex. pizza party).
- All coins are deposited and a check is written and sent directly to the Aflac Cancer and Blood Disorders Center. Please do not send change or cash through the mail.



Neighborhood toy or garage sale

About

A great idea for neighborhood organizations, community groups and/or child care centers. It is easy to plan and advertise. And, it involves parents and kids in fundraising efforts.

How it works

- Kids select 5 to 10 toys or items from their house that they are willing to give away.
- All items are collected at one central location in the neighborhood.
- Signs are placed around neighborhood/town advertising the collection location.
- Hold the sale.
- Money is collected at the event, deposited and a check is written and sent directly to the Aflac Cancer and Blood Disorders Center.



Wristband sales

About

A good idea for child care centers, classrooms or entire schools. It involves teachers and kids in the fundraising efforts.

How it works:

- Order wristbands that say "I support the Aflac Cancer and Blood Disorders Center." You may visit www.24hourwristbands.com to order the wristbands.
- Students from a class or school sell the wristbands to their friends for \$5 per wristband.
- Designate a specific time frame to sell the wristbands.
- Pay for wristbands from the proceeds of the event.
- Money is deposited and a check is written and sent directly to the Aflac Cancer and Blood Disorders Center.



Kickball for kids

About

The tournament can be changed from kickball to any other type of sports. It is great for kids of all ages who enjoy sports. It focuses on the child planning, organizing and implementing the fundraiser.

How it works

- Parents help kids organize a neighborhood or community kickball (or other sport) tournament.
- Older kids can help younger kids plan the teams, tournament, structure of the day, etc.
- Host the event on a Saturday or Sunday afternoon at a local park or community center.
- Each player pays a predetermined amount of money to participate at the beginning of the day.
- Money is collected, deposited and a check is written and sent to the Aflac Cancer and Blood Disorders Center.



Birthday party for a cause

About

This is great for kids of all ages. Rather than bringing a gift, encourage birthday party guests to make a donation to the Aflac Cancer and Blood Disorders Center in honor of the child's birthday.

How it works

- Along with your child's birthday party invitation, send out a note that says "Instead of bringing a present, please consider making a donation to the Aflac Cancer and Blood Disorders Center of Children's Healthcare of Atlanta for [insert child's name] birthday. Please bring cash or a check to the party."
- Collect cash and checks (made out to the Aflac Cancer and Blood Disorders Center) at the party.
- Money is collected, deposited and a check is written and sent to the Aflac Cancer and Blood Disorders Center.



Bake sale

About

Everyone loves sweet treats, so organize a neighborhood or community bake sale to benefit the Aflac Cancer and Blood Disorders Center.

How it works

- With help from their parents, children in the community bake cookies, brownies, cakes, etc. for the bake sale.
- Set a date and location for the bake sale and advertise in the community.
- Kids can run the cash register and "sell" the items to people who come to the bake sale.
- Collect all money for baked goods sold. Money is deposited and a check is written and sent to the Aflac Cancer and Blood Disorders Center.



GOLD OUT Sports Games

About

How it works:

Have your local school host a GOLD OUT football or volleyball game, where students wear gold and host fundraisers for CURE. Have a percentage of ticket/concession sales benefit the Aflac Cancer and Blood Disorders Center and sell gold merchandise at the game.



Cap Day

About

How it works:

Encourage your school to host a Caps for a Cure Day to benefit the Aflac Cancer and Blood Disorders Center in which students pay a small fee and get to wear their favorite hat for a day.



Spirit Day

About

How it works:

Collect a set donation from each employee and allow them to wear their favorite sports team t-shirt or jersey to work for the day. Have the donation benefit the Aflac Cancer and Blood Disorders Center.



For adults

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Cell phone challenge

About

A great idea to implement for all of the meetings in your office.

How it works

- Manager sets a rule that if a cell phone rings during any company meetings the owner of the cell phone must make a donation to benefit the Aflac Cancer and Blood Disorders Center.
- Manager sets the "fee" prior to the meeting.
- Money is collected on a monthly basis, deposited and a check is written and sent directly to the Aflac Cancer and Blood Disorders Center.



Dress down day

About

This activity builds company morale and gives the opportunity for a more "relaxed" day at work.

How it works

- Select a day (weekly, monthly or quarterly) when employees can wear jeans, t-shirts or other attire that differs from company's dress code for a specified donation to the Aflac Cancer and Blood Disorders Center. We recommend \$5.
- Place signs or banners to announce the event. You may also make stickers for participating employees to wear that explain the event's purpose to employees.
- Money is collected, deposited and a check is written and sent to the Aflac Cancer and Blood Disorders Center.



Change drive

About

This is an easy way to collect generous donations. This activity is great for an office competition among teams or other offices.

How it works

- Have the company conduct a "Change Drive" coin collection campaign.
- Distribute plastic zip lock bags and ask employees to take the bags home and fill them with change over a week's period of time.
- Create a goal chart poster with a thermometer and process the coin count.
- Once coins have been counted, deposit change, write a check and send it directly to Aflac Cancer and Blood Disorders Center.



50/50 raffle

About

This is the easiest fundraiser for an office or team to do.

How it works

- At a meeting or event, have individuals donate cash to the Aflac Cancer and Blood Disorders Center. We recommend \$20 per person.
- Have each donor take a raffle ticket and put matching raffle ticket in a bowl to draw winner.
- At the end of the meeting or event, count up the cash and divide that amount in half.
- Draw a raffle ticket from the bowl to get 50/50 raffle winner.
- Give the winner half of the total amount of money raised. The other half goes to the Aflac Cancer and Blood Disorders Center.
- Money is deposited and a check is written and sent to the Aflac Cancer and Blood Disorders Center.



Yard sale for a cure

About

A great idea for neighborhood organizations and community groups. It is easy to plan and advertise. And, it involves neighbors in fundraising efforts.

How it works

- Neighbors or groups collect unwanted items around their houses for the yard sale.
- All items are collected at one central location in the neighborhood or each individual house in a neighborhood sets up their own yard sale in their own front yard (if they choose to participate).
- Signs are placed around neighborhood/town advertising the neighborhood location where yard sale is taking place.
- Hold the sale.
- Money is collected at the event, deposited and a check is written and sent directly to the Aflac Cancer and Blood Disorders Center.



Ice cream social

About

An easy and delicious fundraising activity to host on a spring or summer day for your office or neighborhood.

How it works

- Plan a day for an ice cream social to bring employees or customers and their families together.
- Partner with an ice cream vendor if possible to get the ice cream at cost or no charge.
- Charge participants a predetermined amount for ice cream.
- Partner with local retailer or ask employees to obtain bowls, spoons, cones and coolers at cost or no charge.
- Money raised is deposited and check is written and sent directly to the Aflac Cancer and Blood Disorders Center.



Basket raffle

About

Ask creative individuals to put together themed baskets to raffle at an office meeting, neighborhood party or community event. Some ideas include: movie basket, golf basket, holiday-themed basket.

How it works

- Have individuals donate food and other items, decorations or prizes and auction or raffle them off at a meeting or event.
- Have patrons purchase raffle tickets—at a set price—and put their matching ticket in a bowl.
- Draw a raffle ticket from the bowl to announce winner of the basket.
- Money raised from the basket auction is deposited and a check is written and sent directly to the Aflac Cancer and Blood Disorders Center.



Bite of...

About

Are there local restaurants that are willing to donate to your events or meetings? A "Bite of..." event is great for offices or neighborhoods as well as restaurants that want to advertise and promote their menus. A fun party that raises good funds.

How it works

- Ask local restaurants to donate food samples and invite co-workers or the community out for a "Bite of..." night.
- Charge an entry fee, sell raffle tickets or host an auction to add to the donations.
- Tickets purchased to attend the event and all raffle/auction proceeds are collected at the end of the event.
- Money raised is deposited and a check is written and sent directly to the Aflac Cancer and Blood Disorders Center.



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