



# Strategies

## **Fundraising ideas for schools participating in the Alex's Lemonade Stand Foundation National Walk-a-thon Project**

**\*\*Youth participating in fundraising and events for Alex's Lemonade Stand Foundation should always be supervised by an adult\*\***

Thanks so much for getting involved in your community's walk-a-thon. Being involved with Alex's Lemonade Stand Foundation is a fun and simple way to help beat childhood cancer. Below you will find many suggestions for raising money for your walk-a-thon. Feel free to use these and to come up with your own ideas to raise money for childhood cancer research!

### **Friends and Family**

People you know well will be likely to support your efforts. In addition to having friends and family pledge donations on your students' Pledge Sheets, there are many other ways to get supporters involved.

- **The Big Match-** If someone a student knows is especially committed to fighting childhood cancer and supporting the school in your effort, you can ask them to match all of the funds raised by an individual student, class, or an entire school.
- **Jeans Day-** Hold a "Jeans Day" at school or at the workplace of parents. For this kind of fundraiser, employees make a contribution to ALSF in order to be allowed to wear jeans for the day. Employees could also be asked to wear yellow in support of ALSF.
- **Chores for a Cause-** Have students volunteer to each do one chore for their family or neighbors, such as yard work or babysitting for friends and family in exchange for a donation to your walk-a-thon.
- **Divide by 5-** Set your school goal (the amount of money you want to raise) and divide it by 5. This is the number of people students will need to ask for just \$5!

### **School and Teachers**

You can initiate many different fundraising efforts in the school and among teachers. This will also help raise awareness for the cause among the entire school community.

- **Kiss a Pig-** Choose a few teachers or administrators in your school, and place jars for change in front of their pictures at school. Students can donate change into the jars, and whichever person gets the most change in their jar has to kiss a pig at your walk-a-thon!
- **Bottle Recycling-** In states where you can exchange bottles for cash, have classes collect bottles (it can even be a competition between classes) and bring them to the recycling center to exchange for money to be donated to your walk-a-thon.
- **Principal Picks-** Have the principal or assistant principal of your school offer to do one fun and active thing if your students reach their goal. For example, one principal who supports ALSF offered to be duct tape to a wall if their students met their goal. Another rode an elephant to school!

### **Businesses**

- **Logo-** Ask a business to sponsor the walk-a-thon with a donation, and offer to put their logo on the shirts (by printing or by taping it on) your students will wear at the walk-a-thon.
- **ALSF shopping/eating time-** Ask a restaurant or store to give you a portion of their profits during a specific time, and then encourage everyone you know to go to the business during that time. For example, "*Pete's Pizza will be donating 50% of their proceeds to ALSF on Tuesday, April 7<sup>th</sup> between 5pm and 8pm. Come eat pizza for a good cause!*"
- **Paper Lemons-** At an office or storefront, ask a business to sell paper lemons for \$1 which customers can put their names on and the business can display to show their support.

