



FUNDRAISING PRINCIPLES & IDEAS



Development and Peace
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SCHOOLS FOR



**Development
and Peace**

CARITAS CANADA

Ethical Fundraising:

Our faith principles apply not just in how we work overseas; we are called to live social justice here in Canada too.

*Consider how the principles of
Catholic Social Teaching can guide our fundraising efforts:*

Dignity of the Human Person

Everyone is created in the image of God and is to be treated with respect. We have to think about the whole person: their mind, body, heart, soul, and environment. We have to recognize what we have in common and celebrate our diversity.

"We make sure that every customer gets a greeting, and a thank you with eye contact!"

Common Good

We must consider others, and the whole human family, when we make decisions. God created the world for all His children to share.

"We were asked to think of things that would raise money, but also help the community. We came up with a 'sponsor the fence repair' so we fixed the fence at the park, and got donations from people who lived around there for our cause."

Solidarity

As members of one global family, we are committed to the good of every person and group, and responsible to one another. Even if we are different, we are our sisters' and brothers' keepers, called to love one another.

"We learned to say 'our friends' instead of 'the victims'. If my house burned down, I wouldn't want my friends calling me a victim, I would want them to treat me the way they always did!"

Preferential Option for the Poor

We must ensure every person's needs are met. The needs of those who are poor, vulnerable, hurt, and sick must come first.

"We moved the event to the senior's home. Otherwise they couldn't have come!"



Stewardship of Creation

The Earth is a holy gift from God. We have to use, protect, and care for it in a way that is good for all people and for the future.

"They paid us to plant flowers and trees at the community center!"

Subsidiarity & the Role of Government

Every person should have the opportunity to be involved in decisions that affect them and their community. Leaders and governments must work for the good of all peoples, promote human dignity, and protect human rights.

"Some of the students' ideas were really elaborate, but they were really dedicated to making it happen, so the staff and parents got involved to help with coordination."



Participation

Every person belongs to the community, and has the right and responsibility to contribute to the community. Only when everyone is involved, in their own way, is the community complete.

"Not everyone can give money, so we made a schedule so that some families could give volunteer hours rather than money to help the project."

Rights & Responsibilities

Every person has a right to live, to work, and to have food, clean water, a home and education. Every person has a responsibility to help one another.

"We learned that we should make sure everyone's needs are met before we get our wants."

Economic Justice

People are more important than money. People have a right to work. All persons have a right to fair payment for their work and to safe workplaces.

"We used fair trade chocolates. We had to talk more to tell people why these chocolates cost more than others, but it means the farmers get a fair pay."



Peace

To love God and to love each other as God loves us, we must live with compassion. Peace is achieved when we live in right relationship with God and with each other.

"When we have a conflict, we make sure everyone gets a chance to be heard. We really work toward solutions that the whole group is happy with."

There are so many **creative ways to fundraise!**

These ideas will **help make your initiative successful.**

Share your talents!

Host a craft & bake sale

Enlist the help of grandparents, aunts, uncles, parish volunteers, and siblings to share their talents in crafting or baking.

Have ingredients donated and ask each person to lead the group through 1 craft or recipe. Sell the products of your talent swap to raise money, and send everyone home with a copy of the recipe or instructions.

Reduce, Reuse, Recycle!

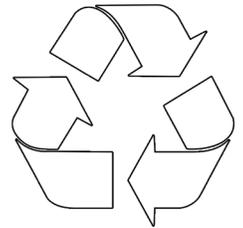
It is great when people donate money, but sometimes a different approach is needed.

Reduce: Carpools

Reuse: Organize a community garage sale

Recycle: Bottle drives, cans, electronics or printer cartridges.

Check with your municipal collections centers and community organizations for the possibilities in your area.



Habits

Toonie Tuesday, Fiver Friday

Set a community habit of regular giving. It adds up quickly, accommodates budgeting, and creates a continual habit of generosity and awareness of your cause.

Family cash

Get in the habit of collecting the change for the donation jar. Keep a change jar by the door, at the office, on the dresser: empty pocket change into the jar and send it in when it's full! Rinse, and repeat!



Support Local Businesses!

Can a local business donate gift cards for prizes at your event?

Can a local business host an event and donate the proceeds? Brings in customers, covers costs, builds community, and raises money!

Build Community

Hugs for Sale!

Go to your local mall and give a hug for a donation! Everyone will have a great time for a great cause. For those that are not too keen on a physical hug, give them the option to get a candy instead.

Refuel station

Arrange to set up at a local game or event with healthy, hydrating options for the teams and their families?



Set the table!

Host a pancake breakfast or a BBQ! Make new community connections by inviting new groups to participate, and help with the event.

Can the local firehouse share their chili recipe with everyone?

Can the pancake breakfast be scheduled and located so that two churches can be invited to participate together?

Is there a restaurant owner in your community who can lend space, dishes, or even host the event?

Dress up/down days

Costume days, pyjama days, jeans days... at school or the office, you can really have some fun and get to know each other when you laugh together!

Game night!

Host a trivia, board game, or all-ages sports night – charge by family or team, make it a round-robin or a non-elimination tournament (where the teams group together rather than eliminate after each round so that everyone plays as 2 teams in the final!)

Host a Bingo

Ask a local bingo club if you can join them for a night of fun, and donate that night's proceeds to your efforts?

Celebrate!

Host a party

For kids or all ages, to celebrate a holiday, or a Tuesday! Let the kids decide on decorations and activities, on themes and prizes.

Family fair Day!

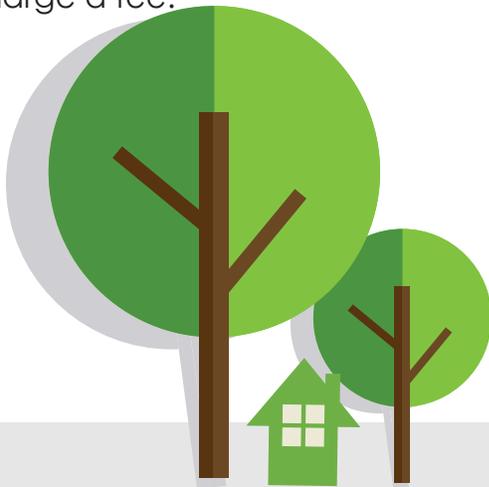
Set up stations with challenges, games, booths, and laughter! Check out devp.org/activities for station activities.

Screen night!

Is your favourite show ending its season? Is it the anniversary of your favourite movie? Have a cover charge, snacks, and trivia before the movie or during commercial breaks.

Host a 'tailgate' party

... for a local or broadcast football, baseball, or any other sporting event. Invite your friends and charge a fee.



Add-ons

50/50 draws

Get the crowd to buy tickets (i.e, 1 for \$5, 3 for \$10, an arm's length for \$25). The winning ticket keeps 50%, 50% goes to the cause.

Silent auctions

Have prizes donated by local businesses, and leave sheets in front of each item. People write their name and bid until the time limit, and the highest bid wins!

Lollipop Tree

Set up a lollipop tree that requires a large donation, such as \$25. Every lollipop has a number that corresponds to a prize such as gift certificates to local stores or events.

You-Name-It-a-Thon

Telethons have long been around but are often reserved for nonprofits with large resources. But there are lots of other a-thons you can hold that require less time and resources.

Rock-a-Thon: Local bands or rocking chairs, you name it!

Ski-a-Thon: Twenty-four hours, a lit ski-slope, and some star skiers willing to battle the slopes to raise funds!

Walk-a-Thon: Easy, fun fundraising that can incorporate the entire family.

Bowl-a-Thon: Disco lights, a bowling ball, pizza, and unlimited bowling fun. Check with your local bowling alley, since many of them host bowl-a-thons and lock-ins to raise money while having fun bowling.

Sing-a-Thon: All you need is a karaoke machine, friends, and a fun venue.

Prayer-a-Thon: Individuals can make a donation and place a prayer request for a loved one. Your volunteers light a candle and pray. You can make this even more personal by providing a prayer card or a personal note in return.

Sport-a-Thon: Name your sport and turn it into a 24 hour fundraising event!



Will Work for Donations

Wrap Gifts for Donations

Many bookstores, malls, and other retail establishments allow you to wrap gifts for donations during holidays. Some even provide the paper and all the tools you need in exchange for your time volunteering. Check with your local book store or mall and ask if they have a program.

Offer to Pass out Flyers for Donations

Many small local businesses are in need of marketing help. Check out food places you frequent, particularly ones owned by local owners, and ask if you can hang door hangers or pass out flyers in exchange for a donation to your charity.

Phone Book Delivery

Are paper phonebooks still circulated in your area? Does the phone company need hands and wheels to make it happen? Get a good group together, be creative about transport (wagons, carts, etc) and this one can be about both fun and fitness!

Organize Sports Events

Organizing a sporting event is very time-consuming. Make sure you have lots of help and some experienced volunteers to help you.

Organize a 5k run/walk/roll/hoola hoop/carry challenge

Make sure you have a good marketing plan, pick a place such as a park with trails to make the course easier to officiate, have races for the kids, and offer options for varied participation. Do not forget goody bags, t-shirts, food, and plenty of water stations!

Get the adults involved!

Grants

Some corporations offer grants to employees who volunteer a certain number of hours to volunteer. Check with your local company for such a policy.

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.

Going once...

There are so many fabulous ways to host an auction these days. By knowing your audience, you can appeal to local businesses for donations and design your auction baskets for the best results. Here are just a few ideas:

Boxed Auction

These are great when the prizes are smaller in nature. Sell tickets and place entry boxes in front of each raffle item. Participants can put as many or few of the tickets in the box of the item of their choice. A winner is drawn at the end of the auction. You can raise more money for a single, smaller item because individuals are placing their tickets for a chance to win the item and the entry fee is minimal.

General Auction

Get the numbered paddles out! General auctions are great for parties where there are a lot of attendants, great bidding items, and a terrific MC. They can bring in big money fast.

Silent Auction Basket

Silent auctions are a great way to raise additional funds at any event. Themed baskets are the best way to accomplish this. Putting together the right basket makes all the difference. While individual gift certificates for restaurants and local businesses are great, they may only appeal to a few individuals at the event. Combine them with other items.

Silent Auction Basket Tips

Limit the value

Save high ticket items for live auctions. Keep your silent auction baskets under \$200 in value. If you have a lot of items and a great theme, break them up into several smaller baskets. Ideal basket prices are in the \$50-\$75 range.

Package it right

Keep the theme tight. A beach basket that has items for teens, tweens, toddlers, etc. may look great but may not appeal to a family with only toddlers. The same goes for a basket that has items for both boys and girls that may get passed over by a family with all boys or all girls. Instead, split up the baskets to focus specifically on one age group, gender, etc.

Delegate

If you are fundraising for a school, ask the room parent in each grade to coordinate a “grade basket.” Let them choose the theme and contact the parents in their classes for donations. Asking for help will produce a wider variety and more creative options.

Combine donations

Some items do better in a package than they do standing alone. For instance, a gift certificate for pizza may work better in a “Family Night In” basket than on its own. People will sometimes try to get a deal on a gift certificate, causing the auction item to close lower than its face value.

Require a minimum bid

Always set a minimum bid for any silent auction item.

Collect cash

If you are hosting a silent auction for a school or organization with a large number of members, rather than asking for item donations, ask for a small cash donation so that you can shop for the baskets yourself. \$1, \$5, or \$10 may be easier for a busy parent to dish out than shopping for a specific item.



J.J. Nearing Catholic Elementary School



École Notre Dame Elementary School