



8th Annual Obscure Company Sit-A-Thon

Extra Fundraising Ideas

It is once again time to write some letters, talk to friends and coworkers, and work on having the most successful Sit-A-Thon ever. For many sitters, asking for pledges and donations has been their staple fundraising technique every year. But there are lots of other ways you can entice someone to help. Here are some other tested ideas that people have used in the past to increase their fundraising clout. You don't have to do all of these things, but trying one or two might help you break out of a fundraising rut.

*** Credit to the American Cancer Society's Relay for Life toolkit, for a bunch of fantastic ideas! ***

Don't Just Ask For Donations... Ask Them To Sit! - We are always looking for more and more people to join us at the Sit-A-Thon. Every extra sitter is another volunteer asking for donations, and extra sitters is the single most effective way to increase our fundraising totals. Talk up how much fun the Sit-A-Thon is, and get a couple friends to join you. It will make the day more fun for you, and much more successful for everyone!

Reward Your Donors – Everyone likes to feel that their generosity is appreciated. By using a little time and money of your own, you can make sure that all your donors are excited to help you again in the future. Send a short thank-you card to every donor; that small token of gratitude goes a long long way. You can also offer a small gift in exchange for donations. Try offering an mp3 download for every \$10 donated.

Try Working For Donations! - A good way to show your dedication to the cause is to offer your own time and skills in exchange for donations. Let people in your neighborhood know you will mow their lawn in exchange for a \$20 donation, or maybe make a grocery run for an older relative in exchange for a \$10 “tip for Camp Hope”. You can even offer to make coffee runs at work in exchange for \$1 donations per coffee; imagine how fast that would pile up! Not only is this a good way to raise money, many people will more apt to donate directly when they hear how hard you are willing to work for these kids.

Sell The Shirt Off Your Back – You've seen it work for boxers and poker players; why not for sitters? Tell your donors that you will write the name of everyone who donates \$10 on the shirt you will wear at the Sit-A-Thon. For \$20, let them pick a short message for the shirt too (a clean message, obviously). This can be a lot of fun, both for the donors and on the day of the sit.

Can Drive – Collecting cans to exchange for the 5 cent rebate is a time-tested, and consistently effective fundraising technique. Ask your neighbors to save their cans as well, and then load up your car and take them to the nearest exchange station every weekend. You might be surprised how quickly they add up.

Set Up Jugs For Spare Change – You might have a change jar at home for convenience or for a rainy day fund; why not use the same concept for fundraising? At home, put your change into a new jar just

for Camp Hope. Make a few extra jars with fun labels and give them to relatives and friends. Set one up on your desk or in a common area at work. Don't underestimate the collective power of nickels and dimes!

A Spin on Bake Sales – It might be a little daunting to organize a full-fledged bake sale, but here is a smaller scale version that could prove to be very effective. Every Friday, bring a container of cookies or brownies to work. Make a small sign explaining that the goodies are free for everyone on behalf of the Sit-A-Thon and Camp Hope, and then set up a small jar for donations next to the treats. People would love to exchange a dollar for a homemade dessert to break up their workday. You could even take this one step further, and offer to make box lunches on a certain day in exchange for a \$5 or \$10 donation (depending on how good you are at making sandwiches!).

“Freddie the Flamingo” - To prove that there is no idea too crazy to work, here is a story from the Relay for Life kit that is fascinatingly odd and shockingly successful: “An eight-year-old boy put “Freddie Flamingos” in people’s yards with a note around Freddie’s neck asking for a donation for Relay For Life. In the morning, he collected the birds and donations. He raised more than \$6,000!”

Used Book/CD/DVD Sale – Admit it: you have dozens of books, CDs, and DVDs that you will probably never take off the shelf ever again. You can sell these in exchange for small donations. Try emailing your friends with a list of what is available, or putting an ad on Craigslist, or even bringing a stack to work for your coworkers to browse through.

Game Night – Everyone likes games. Host a game night at your place and ask for a \$5 donation for everyone who comes. You could try old favorites like poker, Monopoly, or Boggle, or something more elaborate like Risk. A coworker ran a Magic tournament and a Dungeons & Dragons game and raised over \$100 from his gamer friends. You could even use something like Halo to run the game night online, so people could play and donate from the comfort of their own homes!

Human Jukebox – Get permission from a supermarket to stand outside their store with a cardboard box decorated to look like a boombox. You are the Human Jukebox. In exchange for donations, sing whatever song people request.

Remember: no donation is too small, and no idea is too obscure!

The key is to work hard and try your best!

We at the Obscure Company appreciate all your hard work in the weeks preceding the Sit-A-Thon to make it our most successful event of the year. Thank you again for all your support, and we look forward to another record-breaking year!!!