



Below is a list of good fundraising ideas for you to implement with a couple of notes and tips for each.

Feel free to mix, match, and edit your event to better fit your community and resources. Remember that every donation matters and feel free to reach out to me or the Second Tree team for any tech help that you would want for the event (including: advertising, registration, ticket sales, processing, etc)

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Fundraiser breakfast/lunch/dinner

Difficulty: 3 / 5

Effectiveness: 5 / 5

This is a great idea for individuals that have connections with any local restaurants/food vendors as well as individuals who live near restaurants that promote these types of events.

The idea is to get a restaurant to provide food and/or host a meal that you would then be able to sell tickets for. This event is great because it 1) gives individuals something in return (a meal), 2) allows you to gather donors in one place, and 3) provides you with an opportunity to execute a separate mini-fundraiser.

The trick here is to try to get the food and a venue for free. If not for free then try to get the restaurant or vendor to ONLY charge for the individuals that show up (as opposed to everyone who buys a ticket). This is very important because many people will buy tickets and not show up and you want to be able to pocket as much from their donation as possible.

Make buying tickets as easy as possible by having them purchase tickets on the SecondTree.org website and by collecting cash and keeping a running list (also make the ticket

a good amount - say \$20). The Second Tree team can set up a specific page for the event and keep up with the guest list that way.

It is also a very good idea to have a mini-fundraising event during the program as well. This can include the following: silent auction, live auction, 50/50 raffle, trivia contest with ½ of funds going to winner, etc. You may need to find donors willing to donate gifts that people would like to entice people to participate in any of these events.

Make sure you have the following items as well:

Cash box (to keep change for people buying tickets at the door)

Laptop w/ internet (to sell tickets at the door on the website for people paying via credit card)

Recurring Donation Forms (to try to get people to commit to make recurring donations)

1-2 page handout explaining who Second Tree is and maybe a personal story from a refugee

Community Yard Sale

Difficulty: 3 / 5

Effectiveness: 2 / 5

Everyone has a closet or garage full of things that they need to get rid of, so urge your community to bust out their old lawn mowers, clothes, and furniture to give for a good cause.

Considerations: After securing space (parking lots or streets with little to no traffic work best), ask sellers to reserve booths ahead of time. Therefore, you know how many volunteers and other resources you'll need on the day of the sale.

Host a Concert

Difficulty: 5 / 5

Effectiveness: 4 / 5

You don't have to be a big charity to host a benefit concert- nonprofits of any size can run one of these fundraisers. Just find a performer that fits well with your audience, and start the planning process.

Considerations: Ask local performers to consider donating their services in-kind. Secure the venue, security, insurance, and any other logistics months in advance. Then, market the event through all avenues, from social media to our website and email newsletter.

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Peer to Peer Online Crowdfunding Fundraiser

Difficulty: 1 / 5

Effectiveness: 5 / 5

If you can think of family and friends who would be supporters eager to do some fundraising themselves, consider running an online peer-to-peer fundraiser.

Considerations: To ensure a user-friendly interface, technical support, and safe payment processing, use a crowdfunding site such as Kickstarter, GoFundMe, Indiegogo, Patreon, etc.

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Bar Crawl

Difficulty: 3 / 5

Effectiveness: 3 / 5

Get the attention of your supporters and beer lovers in your community with a bar crawl.

Considerations: Plan your route ahead of time, and consider matching t-shirts for participants. If you're looking to go above and beyond, take donation buckets along the way to encourage other bar patrons to join in on the fun (and help support your cause).

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Host a 5k Run or Walk

Difficulty: 4 / 5

Effectiveness: 5 / 5

There's nothing better than spending a spring or fall morning participating in a 5K or a charity walk. Runners/walkers will need to pay an entry fee, but you can also encourage participants to get sponsorships.

Considerations: Races and walks are all the rage right now, so jump on the bandwagon. This is a great fundraiser that brings your current supporters together with potential donors from your community. Plus, specialty runs (such as The Color Run) add a creative element to an otherwise simple idea. Make sure that you have the route pre-approved beforehand with the community and promote, promote, promote!

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Online Auction

Difficulty: 2 / 5

Effectiveness: 3 / 5

An online auction of gifts and service vouchers is easy to run and manage. Find items that you feel like your friends, family, and/or friends of your friends would bid on and make sure to really push that it is a good cause.

Considerations: Check out some of the more popular online auction fundraising platforms out there, including Bidding for Good and Bidding Owl.

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Car Wash

Difficulty: 3 / 5

Effectiveness: 2 / 5

Wash cars to raise money for Second Tree. This is a good idea because the materials needed are rather cheap and it is a popular thing to do nowadays.

Considerations: A location, access to water, and advertising are your biggest concerns here. Advertise a suggested donation (of say \$20). Make sure you have enough volunteers to efficiently get through cars as they come in as well.

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Prime Parking Spot

Difficulty: 1 / 5

Effectiveness: 2 / 5

Encourage employees in local workplaces to donate to Second Tree by encouraging the management to offer a great parking spot in exchange for raffle tickets or bids.

Considerations: For a steady stream of donations, ask local businesses to offer this fundraiser perk monthly.

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Vehicle Donation

Difficulty: 3 / 5
Effectiveness: 3 / 5

It isn't worth simply tossing an old car to the junkyard when it can be turned into a donation to support Second Tree.

Considerations: Registering with a company such as Car Donation Wizard or V-DAC will help with the collection, payment, and paperwork.