

It's A Fundraising Frenzy for the Ride to Cure Diabetes

Best practices are proven ideas that have produced outstanding results. Let's take a look at how to involve ourselves in a Fundraising Frenzy for the Ride to Cure Diabetes.

Simple but Steady Income Ideas

Donuts / Bagels: Buy a box of Krispy Kreme's while the "Hot Now" sign is on and sell them at work for \$1.00 each. Bagels or other types of morning treats work well too.

It's a Soup-er Day: Declare a certain day of the week as a Soup-er Day! You prepare the soup and ask others in the office to bring crackers, salad or some accompanying side item. Sell lunches for a predetermined amount. \$5.00 is a good price and many will participate when they have a busy calendar and no time to dine out. This idea works really well during the fall and winter when there is a chill in the air.

Bake Sale With A Twist: Enlist the help of friends and co-workers by asking them to donate a baked good for the cause. Gather all the goods on Friday, then set up at a busy Walmart or other supermarket on Saturday and enjoy the income raised to support your ride. This is also a great way to involve a Girl Scout troop, a church youth group, or a sorority in helping you reach your goal.

Office Competition: Are you in an office with a competitive spirit? Then bring on the heat! Set up jars in various departments for a penny war. Make it interesting by assigning competitive college team names to the various departments during football or basketball season. The department who raises the most in a specified amount of time wins a pizza lunch (or some other predetermined award).

Candy Sales: Shop at Sam's Club, B. J.'s or Costco for a variety of candies, crackers, or other snacks. Price them individually and sell them to co-workers during that afternoon "I need a snack" time. Most items will cost fewer than .50 cents and you'll be able to sell for \$1.00.

Out On the Town

Percentage of Sales: Approach a local merchant to donate a percentage of sales for a day, or for a specified amount of time during a day. Advertise to your friends and neighbors with an Evite. (www.evite.com) Send a thank you response to your Evite list for their participation. Places who have participated in the past: Fazoli's, Barnes and Noble, McAlister's Deli, Appleby's, and many neighborhood pizza houses. Go for it!

Raffle for the Ride: Everything from a meal at your favorite restaurant to an oversized basket of goodies will bring out the gambler in your office. Acquire an attractive night out, or put together a basket of donated items and raffle the chance to win it all. Doing this around a holiday (like Valentines or Secretary's Day) might just sell a few extra tickets. Price for a ticket? That should be based on the item being raffled – but \$5.00 -

\$10.00 is a good rule of thumb. Again, base it on the items in the basket or price multiple tickets for a “deal”. An example would be one for \$5.00 or five for \$20.00.

Dollar On the Collar: Pin a \$1 bill to your lapel. When curious co-workers, club members and friends ask you what it’s for, give yourself 30 seconds to explain the Ride to Cure Diabetes and ask for their donation. Who can say “No” to diabetes?

Flower Power: Visit a local wholesale floral vendor and ask to purchase some stems at a reduced price – roses, sunflowers, or other large flowers that can be sold by the stem. Station yourself at a local Walmart, Sams’s, or other retail establishment and offer your flowers for sale. This is a great way to catch last minute shoppers for Mother’s Day, Valentines, or Secretary’s Day.

Let’s Party!

Dinner Party: Treat your guests to a spread they won’t soon forget. Ask your local grocer or butcher to donate some of the ingredients. Charge admission, or pass the hat over dinner asking each to contribute what they would have paid for such a meal at a restaurant.

Ethnic Food Sampler: Set up a buffet to sample the best of Italy, Mexico, India, China, or other favorite ethnic food. Decorate with simple, colorful items and invite your guests to contribute to the cause. Shop Oriental Trading Company for inexpensive table decorations. (www.orientaltrading.com) Partner with other team members to make this a great fundraiser with team spirit.

Progressive Dinner: Partner with 3 other riders. Each one contributes one stage of a four-course meal. Have participants purchase tickets to attend, and move from one house to the other for cocktails, appetizers, main course, and dessert. Show the Ride video and have scrapbooks out from previous events. You may even sign up a teammate!

Pancake Breakfast: Host a pancake breakfast by partnering with a local church or VFW Hall. These events traditionally raise several thousand dollars. Be sure to advertise and pre-sell tickets.

Holiday Ideas:

St. Patrick’s Day: Partner with a local wholesale florist to sell live shamrocks. Spread the luck of the Irish.

Easter: Work with a local restaurant that is hosting an Easter Sunday brunch. Offer family photos at the table, or with the Easter Bunny as a fundraiser for the Ride.

July 4th: Check out Oriental Trading Company for fun things to sell in celebration of our independence. (www.orientaltrading.com)

Stay tuned for more ways to engage yourself in a Fundraising Frenzy for the Ride to Cure Diabetes.