

Workplace Fundraising Tips for NAMIWalks

NAMI has been successful with a series of planned fundraising events for several months prior to the walk:

- **Online Donations-** Set up a NAMI Team Fundraising page online through www.nami.org/mdwalks and send a link by email to gather donations.
- Place a **collection jar** with a personalized label on your desk or in a break area for “impulse” donations.
- Ask management if you can have a “**Dress Down Day**” to benefit your team. Charge people \$5 to wear jeans. This is a quick way to raise big bucks.
- All fundraisers were held on **pay day Friday**, and advertised well in advance with colorful eye-catching flyers.
- **Theme decorations** and music helped set the mood.
- **Spaghetti Supper at the lunch hour. \$5/plate** included spaghetti, garlic bread, drink and two fried Oreos. Use a crock pot recipe for the spaghetti, so it was not messy. Coke donated the drinks (Don’t be afraid to ask those vendors you do business with for donations. They might surprise you!)
- Invite contestants to enter their favorite recipe in our **Chili Cook-Off**. \$5 got you a taste of each entry, and a bowl of your favorite along with drink and dessert. All food was donated. Several folks decorated their table, so there will be a separate award for that this year as well.
- Have a **Hot Dog Sale** will have a carnival theme with cotton candy and popcorn. Coke is donating the use of a trailer so we will set up outside. (Just ask, all they can say is no!)
- Hold a **Raffle**. Solicit donations and remember who your “audience” is. One group raised over \$100 by raffling a small tin of pull candy, because the employee’s 90-year-old mother is famous in the community for her skill with this candy.
- Have a **Yard Sale** which is a win-win because one man’s trash truly is another man’s treasure. Employees can get rid of their trash, and buy found treasure.
- Do a **Pancake Breakfast**: Wendy’s, Applebee’s and other local businesses will host pancake breakfasts and similar events. Ask around!
- Keep folks interested in the fundraising events by celebrating them. Take pictures then make a **scrapbook** or DVD. Have a potluck or other get together.