



# HEALTHY FUNDRAISING IDEAS

**Promoting family health and well-being is easier than ever.** Fundraising events and activities that don't involve selling food to eat on the spot provide schools and organizations with a powerful opportunity to send consistent, positive health messages, and promote healthy living to students and families. Traditional fundraisers often focus on selling low-nutrition foods, which put student and adult health in jeopardy. Why not promote healthy eating or physical activity and raise money for your school or organization at the same time?

## Non-food Items to Sell

*Candles*  
*Lotions*  
*Soaps*  
*Greeting cards & Stationary*  
*Gift wrap*  
**Plants, flowers, bulbs, seeds**  
*Magazine subscriptions*  
*Recycling (cell phones, printer cartridges)*  
*School apparel and merchandise*  
*Holiday-themed decorations and greenery*  
*Rent a special parking spot*  
**Books**  
*Brick/stone/tile memorials*  
*Jewelry*  
*Pet treats/toys/accessories*  
**School art drawings**  
*Tupperware*  
*Valentine flowers*  
*Trash Bags*

## Healthy Foods to Sell

*Peaches*  
*Apples*  
*Pears*  
*Oranges*  
*Clementines*  
**Healthy spices and seasonings**

## Event-based Fundraisers

*Fun walks or runs*  
*School dances*  
*Family obstacle courses*  
*Golf or tennis tournaments*  
*Faculty-student competitions (softball, frisbee)*  
*Community garden work (weeding, raking)*  
**30-day fitness challenges**  
*Bowling night*  
*Car washes*  
*Bingo night*  
*Game night*  
*Jump rope-a-thon*  
*Magic show*  
**Penny war**  
*Raffle (movie passes, theme bags)*  
*Raffle (teachers do a silly activity)*  
*Rent-a-helper (clean windows, mow lawns)*  
**Silent auctions**  
*Singing telegrams*  
*Skate night*  
*Sled-a-thon*  
*Talent shows*

## Penny War

A school “penny war” is a fun way to raise money with classrooms competing against each other. Jars are placed outside of each classroom at the start of the day and end of the day. For every penny added to the jar a classroom would receive one point. Every nickel, dime or quarter added and the class loses points according to the value of the coin. A dollar in the jar and the class loses 100 points. Kids are allowed to place coins and dollars in any jar they want - they could make a classroom with the most points that day lose points by placing everything but pennies in the jar. Post points every day and have students help to wrap pennies, nickels, dimes. At the end, the class with the most points wins an extra recess for the day/week or other healthy prize.



## Bakeless Bake Sale

Parents donate the money to the school they otherwise would have spent at a bake sale, no baked goods are sold. A donation amount could be suggested.

## Hat Day

Students are invited to donate a dollar amount to wear a hat to school on a designated day.



### REACH YOUR GOALS!

**Opt for an active, healthy idea. Avoid the following:**

- Submarine sandwich ticket sales
- Candy, cookie dough and baked goods
- Coupons or gift cards for restaurants
- Pizza sales
- Butterbraids
- Bake sales

## A Fundraising Tip

When parents or students are selling a product, be sure to give the person you are approaching the option to purchase the “item” the group is selling OR give a donation of money.

**Try using this line:** “Would you be interested in purchasing (x,y,z) or would you prefer giving a donation of money to help support our group?” Remember to note that a donation to your school/organization is **tax deductible**.

## Alumni and Alumni Parents

Former students who participated in school activities and their parents often continue to follow these activities beyond graduation. They may be interested in making a donation.

### Using Speech Team as an example:

- 1.) As students graduate, keep a record of the names and addresses of those students’ parents.
- 2.) The following year, send those parents a letter inviting them to donate to the Speech Boosters. You could identify various giving levels, e.g. \$20, \$50, etc.
- 3.) Over the next 4-6 years keep track of the actual students who have graduated from high school - when they’ve graduated college and have jobs, put them in a database and follow up with a letter inviting them to donate to the Speech Boosters.



After a number of years you will have a fairly large database from which you can request donations!