

Fundraising Ideas

Group Projects for Chapters or Several Houses

1. Car Washes - Secure a location, i.e., service stations, churches, auto supply stores or anywhere that has a volume of traffic and a business that will allow you to use their water. Supplies: you will need plenty of large rags (old towels, non-detergent soap, hoses, buckets, paper towels, and window cleaning solution, cash box, change and squeegee. Promotion: make up plenty of flyers to place in clean and sober clubs, in stores and on car windshields (the day or night before). Get radio community spot; make large signs to hold up to passing traffic on the day of the event

2. Garage or Rummage Sales - Plan well in advance, get items from other houses, AA or NA members, family, etc. Have a central storage and pricing area. Promotion: Advertise. Advertise. Advertise in newspapers, and put up signs that are bold enough to be read by passing cars with a directional arrow, and spread by word by mouth.

Display and price in an attractive manner. Have tables to display items, group clothing by sex and children's sizes. Make the displays as attractive as possible. Price to sell, but leave a little room for bargaining- everyone likes to bargain. Have enough people to staff the sale and watch prospective buyers - there may be some shoplifters out there. Sell refreshments - coffee, lemonade, doughnuts, etc.

3. Dinner/ Auction; Dinner / Dance; Dinner/Speaker meeting or Dinner / Any Social Event

These events all take good planning and implementation, but can be fun and profitable. The secret is to plan ahead, make a budget, advertise when possible, and follow up on details.

4. Sell Hot Dogs. Cookies. Doughnuts and drinks outside a supermarket or other shop that will give you permission. You must first get permission from store- WalMart has been supportive in many areas for these fundraisers. You may also need special permits or licenses in your area - check on this. If you can get the products you are going to sell donated, you will have a 100 per cent profit (Doughnut sales can be especially profitable- everybody loves them).

5. Rest Stop - Coffee and Cookie sales. In many states, rest stops have non-profit organizations man and supply refreshment booths. You can't charge a fixed price, but a donation can is acceptable in most states. On a good traffic weekend, some groups make as much as \$2000 for the weekend.

6. Solicit large ticket items to raffle off - TV, stereo, trip, or bicycle. Some groups purchase gift certificates to raffle off- for instance \$50 at Target or Walmart, etc - and with a good sales effort can make as much as \$200 in return sales. If raffles are illegal in your area, the tickets can be given for a \$1 donation or whatever amount you determine. It is important that a good tracking and reporting system is set up for the ticket sellers and sales. The drawing for the items should be held at a special event and the winner need not be present. This allows for raffle ticket sales outside our organization.

7. Product Sales- This will take some organization and manpower and some upfront money. T- shirts made specifically for the convention- for example- Washington State, here we come or Fourth Annual Oxford House World Convention - This would be a good marketing tool in your area to encourage others to attend. Mark items up 75 to 100 per cent. Other items are caps, posters, coffee mugs, candy, etc. Products not sold at chapter level could be sold at the convention. Be sure to have a sale tracking system and a responsible financial chairperson. There are fundraising item suppliers on the internet (do a search under fundraising) that can supply materials to sell.

8. Direct Mail - Direct mail can be from individuals or groups such as houses or chapters. Compile a list of potential donors- including, but not exclusively, family members, friends, co-workers, church members and/ or recovery people. This list should include addresses and phone numbers.

The letters ask for their support and include a flyer on the convention, a breakdown of the cost of attending, why you need their support. Ask for a specific amount according to what the person being written can afford (would you contribute \$50, \$25 or whatever you can afford). Be sure the letter states that you and other sources are also contributing.

Use short paragraphs and don't go over one page. Add a handwritten PS asking for their support (Thank you for your support and financial assistance- you can make a difference). Add a personal touch to the letter by using their name in the text as well as the salutation. State to whom the check should be made payable- either the chapter or the house- not you personally and tell them to write on the check that it is for the convention fund. Give a telephone number and address for more information - remember, you are asking them to be a sponsor for to be a delegate to the convention.

Mail the letter and include a self-addressed return envelope (either with or without postage). You could put an attractive sticker on the envelope in color; be sure there is a return address on the outside of the envelope. You may want to write Urgent on your envelope so it will be opened quickly.

Follow up with a telephone call within a week; ask them if they received the letter and ask if they can help. Express your gratitude and ask when you might expect the return. You might say that you are planning your budget and need to know how much you they might be able to give.

9. Bowling Parties - Speak with your area bowling alley to see if they will give you a night when you could use the alley for a funding raising event - be sure to provide food - chicken wings from a wings restaurant can be bought inexpensively and baked beans or potato salad provided by the chapter houses are an inexpensive way to provide food. A \$15 admission fee for adults and \$5 for children will cover three games of bowling and bowling shoes. Be sure to invite people in and out of recovery. Be sure to mention that it is an alcohol-free event.

10. Swimming parties at a local park with a swimming pool- Charge a \$10 admission for adults - \$5 for children - children under 6 free. Provide food and a lifeguard and a DJ for music. If you don't have a swimming pool park available, just use a regular park and have the houses bring barbecue grills to cook - have a DJ on hand for music. Advertise within and without the recovery community about these events.

11. Get details on fundraising opportunities from Pizza Hut or Godfather's.

12. If you are a member of a church or other organization, you might ask them to help sponsor you to be a convention delegate. You might also ask the company where you work for assistance.