

FUNdraising Possibilities

I keep my eyes open for interesting and unusual fund raising ideas that I think might work for our local agencies. Most are not labor intensive or require a short concentration of effort. For example:

In Portage during a week in October the local Special Olympics program joins with the tavern league, a recycling center, and Wal-Mart to collect aluminum cans. Called "The Great Aluminum Challenge of 2000" participating members of the tavern league will save aluminum cans during the week for pickup by volunteers. Residents who want to donate aluminum cans can do so either at specially marked places located at Wal-Mart or at the collection center. Special pick ups can be arranged for those who have transportation problems or a significant number of cans to donate.

To make this work, you would need to do the following:

1. Talk to a local business about being a drop off site (pick a Saturday); the business should have a large parking lot so pick a discount or grocery store.
2. Enlist the help of a service club; ask them to co-sponsor and to pledge volunteers for the day. Make sure you have talked to the recycling company and made arrangement for when you can bring the cans.
3. Ask the Tavern League to help support; if you don't have a tavern league, talk or write to the tavern owners and ask them to start saving.
4. Get out publicity at least a few months in advance so that people can start saving their cans.
5. Use a copy machine to make posters which you then put everywhere around town. This is a good opportunity to get a photo of athletes helping to promote the drive.
6. Enlist the support of the local radio and newspaper to get as much publicity as possible.
7. You might want to check with Lutheran Brotherhood or Catholic Knights Insurance to see if they will match what you earn.