FUNDRAISING: 100 WAYS

STORY BY AMY WISER

When it comes to fundraising, it's all about the money. Well, it's *mostly* about the money. Elements of fun, camaraderie, and good publicity also factor into a fundraiser's total net value. Here are 100 fundraisers, tried and true, by Kiwanis-family clubs worldwide. For details on these moneymakers visit www.kiwanis.org/magazine/august06.asp

1 **Chili Supper|** Kiwanis Club of Portales, New Mexico.
Net: US$1,000-2,000.

2 **Art Show|** Kiwanis Club of Montgomery, Ohio.
Net: US$6,000.

3 **Outdoor Vocal Concert (Opera) |** Kiwanis Club of Ankara, Turkey.
Net: TRY$9,529.

4 **Pumpkin Fair|** Kiwanis Club of Manteca-Sunrise, California.
Net: US$48,000.

5 **Kids' Talent Show|** Kiwanis Club of Mountain Home, Arkansas.
Net: US$450.

6 **Holiday Caroling|** Key Club of Medford High School, Massachusetts.
Net: US$1,500.

7 **SubZero Splash "Polar Bear" Swim|** Key Club of Hibbing High School, Minnesota.
Net: US$2,800.

8 **Softball Backstop Net Assembly, Dismantling|** Kiwanis Club of Tea Tree Gully, Australia.
Net: AUD$1,800.

9 **Bimonthly Flea Market|** Kiwanis Club of Carefree, Arizona.
Net: US$65,000.

10 **Magic of Ireland, Irish Cultural Show|** Kiwanis Club of Penticton, British Columbia. A professional company puts on the show, and the club sells tickets.
Net: CAD$5,000

11 **Frog Jump and Festival|** Kiwanis Club of Dublin, Ohio.
Net: US$9,000.

Demolition Derby

Kiwanis Club of Bullhead City, Morning, Arizona. Drivers smash 'em up, and admission, drivers' registration, sponsors, and food sales rake it in for the club.
Net: US$20,000.

12

13

Brat Days

Kiwanis Club of Alpine, Rockford, Illinois. It's not a day to honor spoiled kids but to enjoy savory bratwurst (vegetarian alternative offered). The Alpine Kiwanians are serious about their brats and stick to selling just the brats, chips, and a drink for US$5.
Net: US$54,684.

14 **Gone With the Wind Screening|** Kiwanis clubs of Saginaw, Saginaw Northwest, Saginaw-Thomas Township, and Saginaw, Riverside, Michigan.
Net: US$8,300.

15 **Cashew Nut Sales|** Kiwanis Club of Antipolo West, Philippines. *(See "Fundraising Goes Nuts," page 53.)*
Net: P10,000.

Trivia Night

Key Club of Whitefriars College, Donvale, Victoria, Australia. Fifteen teams of 10 people answer questions from a "quiz master."
Net: AUD$500.

16

17 **Tiny Tim Tree Festival|** Kiwanis Club of Marshalltown, P.M., Iowa. Community groups compete in Christmas tree decorating, and the public pays US$1 (free for children ages 12 and younger) to admire their handiwork. Usually there are about 60 trees on display, plus crafts and an auction. Chili supper tickets also can be purchased: $4 for adults; $2 for children.
Net: US$4,000-6,000.

18 **Tarde de Perlas (Afternoon of Pearls)|** Kiwanis Club of Las Perlas, Ciudad de Panamá, Panama. The evening pairs the finery of international fashion designer Sara Basson and fine foods prepared by some of Panama's finest gourmet caterers.
Net: PAN$10,000.

19 **Walkathon|** Key Club of Wheatley High School, New York.
Net: US$16,000.

20

Feathers for Food

Kiwanis Club of Lincoln City, Oregon. Area businesses and individuals donate US$10 per feather to have their name printed on feathers adorning five cardboard turkeys displayed around town. The proceeds assist a food pantry in giving holiday turkeys to underprivileged families.
Net: US$1,100.

21 **Christmas Hat Sales|** Kiwanis Club of Grand Cayman, Cayman Islands. The crimson and white faux fur Santa stocking caps are decked with five red blinking stars. According to the club, "Everyone who sees them wants to buy one"—evident in 4,000 people purchasing the hats this past year (that's 10 percent of the island's 40,000 population).
Net: US$12,000.

22 **Charity Classic 5K and 10K Foot Race|** Kiwanis Club of Exeter Area, New Hampshire.
Net: US$4,000.

23 **Conours D Coliseum Car Show|** Kiwanis Club of Poplar Bluff, Missouri. With everything on display from a 1896 Ford Quadricycle to a restored Ford Mustang Mach1 and a slew of motorcycles and automobiles in between, it proves to be a popular show.
Net: US$7,500.

24 **Oysters and Champagne Sales|** Kiwanis Club of Basel-Klingental, Switzerland.
Net: SWfr2,800.

25

Karlsberghaus Festhallen During Oktoberfest

Kiwanis Club of Twin Cities, Kitchener, Ontario. During what's billed as the largest Oktoberfest outside Germany, the club sets up a *festhallen* (festival hall) selling German food and drink, and hosting live music and dancing. The hall (a hockey arena) packs in 2,000 people per night during the 10-day Oktoberfest. Funds come in from food and beverage sales plus admissions.
Net: CAD$50,000.

26 **Live Maine Lobster Sales|** Kiwanis Club of Lynchburg, Virginia.
Net: US$4,000.

27 **Memory Walk Brick Sales for Monument|** Kiwanis Club of Plymouth, Pennsylvania.
Net: US$22,000.

28 **Pictionary, Key Clubbers vs. Teachers|** Key Club of Lecanto High School, Florida.
Net: US$300.

Charity Duck Race

Kiwanis Club of Kuala Lumpur, Malaysia. For RM18, participants can "adopt" one of 100,000 rubber ducks to race. The ducks each receive a random number corresponding to a "parent's" adoption certificate. During the race, the ducks float downriver about two kilometers, and the parent of the first duck to the finish line wins a cash prize.
Net: RM1,000,000.

34

35 **Can Tab Collecting/Recycling|** Kiwanis Club of Caveman, Grants Pass, Oregon.
Net: US$13,000.

37 **Butterfly Pork Chop Sandwiches|** Kiwanis Club of Hannibal, Missouri.
Net: US$4,235.

38

Secondhand Boat Fair

Kiwanis Club of Kristiansand, Norway. Set along a pier, the event hosts maritime product exhibitors and new and used boats. Patrons can peruse the exhibits and take the boats (which are for sale) for a test spin. Also featured is a grand prize-drawing for, of course, a boat.
Net: 77,000 Norwegian kroner.

Phone Card Sales

Kiwanis Club of Fort-de-France, Martinique. Partnering with France Télécom, the club sells phone cards, getting a kickback for each sale. The club most recently sold 5,000 cards.
Net: 3,000 €.

29

30 **Cookie Sales|** Circle K Club of the University of Wisconsin, Waukesha.
Net: US$550.

31 **Salmon Barbecue|** Kiwanis Club of Coos Bay, Oregon.
Net: US$8,000.

32 **Casino Night (with fake money)|** Kiwanis Club of the Sandhills, Moore County, North Carolina.
Net: US$9,800.

33 **Magic Show|** Kiwanis Club of Vernon, New Jersey.
Net: US$1,400.

36 **Packing Phonebooks in Bags|** Kiwanis Club of Christchurch, New Zealand. **Net:** NZ$4,000.

Pan-flute Concert

Kiwanis Club of Zurich-Turicum, Switzerland. The club gathered 306 pan flutists in the Zurich Cathedral for two sold-out performances.
Net: SFr68,700.

39

40 **Fashion in Aktion|** Aktion Club of Santa Maria, California. Aktion club members and others model fashions donated from an area thrift store. The event also includes food, a silent auction, and door prizes. Its proceeds benefit the Vocational Training Center Foundation, which serves people who have disabilities. Patrons buy individual tickets for US$25 or corporate tables for $300. In addition, models can be sponsored for $20.
Net: US$10,000.

41 **Pillow Fight|** Key Club of Katella High School and Kiwanis Club of Greater Anaheim, California.
Net: US$20,000.

42 **Outdoor Bazaar:** Kiwanis Club of Pont a Mousson, France. **Net:** 305 € (FRF$2,000)

43 **Pancake Brunch|** Kiwanis Club of Groton, South Dakota.
Net: $842.

44

Celebrity Clowns

Kiwanis Club of Brampton, Ontario. Donors pay CAD$600 for a celebrity, themselves, or a Kiwanian to dress as a clown and participate in a parade. The clowns may keep their costumes (provided by the club) and are treated to a reception.
Net: CAD$25,000.

Walleye World Weekend

Kiwanis clubs of Trenton, Picton, and Quinte, Ontario. Participants purchase tickets at CAD$25, adults; $15, children to fish for tagged Walleye and compete for cash prizes.
Net: CAD$54,000.

45

46 **Miniature Golf Tournament|** Kiwanis Club of Downtown Bartlesville, Oklahoma.
Net: US$1,000-1,200.

47 **Entertainment Book Sales|** Kiwanis Club of Nepean, Ontario.
Net: CAD$17,000.

48 **Holiday Bread Baking and Sales|** Kiwanis Club of Auburn, Indiana.
Net: US$9,000.

49 **Staffs Football Gates|** Kiwanis Club of Shepparton Sunrisers, Australia.
Net: AUD$2,100.

Beachside Tea Room and Snack Hut

Kiwanis Club of Oak Bay, Victoria, British Columbia. Celebrating its 60th year of operation, the tea room and snack hut is staffed almost entirely by club volunteers.
Net: CAD$64,000.

50

51 Balloonfest Festivities| Kiwanis Club of Valparaiso, Indiana. Families enjoy a hot air balloon launch, music, food, and children's entertainment. The club charges US$8 per carload for admission, and it sells ads in Balloonfest brochures.
Net: US$11,000.

52 Treasure Hunt (trivia scavenger hunt)| Kiwanis Club of Kuala Lumpur, Malaysia. Armed with a list of clues, participants drive around the city in search of answers and big prizes.
Net: RM300,000.

53 Winter Sports Challenge| Kiwanis Club of Central Adirondacks, Old Forge, New York. Athletes compete in winter sporting events, including snow-shoeing.
Net: US$5,000.

54 Zozobra Festival| Kiwanis Club of Santa Fe, New Mexico. Each year the club erects a 50-foot marionette of the fabled Zozobra—otherwise known as "Old Man Gloom." Crowds pay to watch as Zozobra is set on fire, and his gloom is symbolically incinerated.
Net: $75,000-$85,000.

55 Kiwanis Wyoming County Fair| Kiwanis Club of Wyoming Area, Pennsylvania. The club sponsors the annual major county event, but it also takes in a profit from its food stand there, selling regional favorites plus fair food standards.
Net: US$15,000.

56 Lake Rotoma Swim| Kiwanis Club of Whakatane, New Zealand. Aquatic athletes pay to swim across the flooded volcano.
Net: NZ$1,111.

57 Race at the Biltmore Mansion| Kiwanis Club of Asheville, North Carolina. The gorgeous North Carolina estate setting beckons about 800 runners to a 15-kilometer/5-kilometer footrace.
Net: US$5,000.

58 Original Postcard Sales| Kiwanis Club of Greater Parsippany, New Jersey. A Kiwanian dreamed up the idea to create and sell a postcard depicting Parsippany.
Net: US$3,000-plus.

59 Iris Rhizome Sales| Kiwanis Club of Red Bluff, California.
Net: US$1,500.

60 Lewis and Clark Commemorative Coverlet| Kiwanis Club of Kalispell, Montana.
Net: US$18,000.

61 Tennis Ball Race| Kiwanis Club of Reading, Ohio. Adopted tennis balls, which are unleashed at the top of a hill. The owner of the ball first to the bottom wins a prize.
Net: US$5,000.

62 Kiwanis Slide| Kiwanis Club of Edmonton, Alberta, and Circle K Club of the University of Alberta. The enormous amusement attraction makes its way to give thrilling rides to festival and carnival-goers.
Net: CAD$50,000.

63 Mile of Twonies (CAD$2 coins)| Kiwanis Clubs of Ottawa, Rideau Ottawa, Riverside of Ottawa, Sage of Ottawa, and Ottawa-Vanier. Donors plunk the Canadian coins down to fill a mile-long red carpet.
Net: CAD$5,200.

64 Coin Collection| K-Kids Club of Willow Glen Elementary School, San Jose, California. The K-Kids collect spare change from classmates.
Net: US$500.

65 Pepper Festival| Kiwanis Club of St. Martinville, Louisiana.
Net: US$7,000.

66 Skipathon| Key Club of Lakeside Academy, Lachine, Québec. Key Clubbers, who established the event, encourage elementary school children to participate, and they supervise the young rope-skippers. Participants take monetary pledges for their efforts.
Net: CAD$4,870.

67 Stay-awake-athon| Builders Club of St. Patrick School, Portsmouth, New Hampshire.
Net: US$1,268.

68 Golf Tournament| Kiwanis Club of Basel Merian, Switzerland.
Net: SWfr15,000.

69 Soup and Dessert Luncheon| Kiwanis Club of Slayton, Minnesota. Adults pay US$6 (children age three and younger eat free) for the annual lunch, benefiting the Children's Miracle Network.
Net: US$1,600.

70 Art Auction| Kiwanis Club of Bryan, Ohio. The club works with Marlin Art, a professional art auction fundraising firm.
Net: US$3,200.

71 Televised Auction| Kiwanis Club of Fort Frances, Ontario. Prior to the auction, the club buys ad space in a newspaper to preview to the public items up for bid. The one-day auction boasts gift certificates, electronics and even a fishing trip.
Net: CAD$11,000-$14,000.

72 Summer Fun Evening (and White Elephant Auction)| Kiwanis Club of La Canada, California. The Kiwanians gather at a member's house for a casual, social evening. Festivities include a white elephant auction, where, as an ongoing gag, one of the auction items an unsuspecting bidder will win is an oversize catfish.
Net: US$7,000.

73 Disco Dance| Aktion Club of Opportunity House, Sycamore, Illinois. Dancers put on their disco duds and get groovy for this 1970s themed event. The club sells tickets, which include admission and refreshments.
Net: US$726.

74 "Try to Remember" Concert| Kiwanis Club of Tryon, North Carolina. Andy Millard's dream to sing Sinatra-era standards for a crowd becomes reality when the Kiwanian headlines the show. Ticket price is US$8, and an intermission bake sale further boosts profits.
Net: US$3,000.

75 Ribbons of Hope Sales| Builders Club of Bloomington, Indiana. Part of the club's efforts to provide funds for Hurricane Katrina victims, the club makes and sells ribbons to wear during a commemorative day.
Net: US$2,000.

76 "Truck on Ice," Suburban Sink| Kiwanis Club of Janesville/Blackhawk Golden K, Wisconsin. The club pieces together a General Motors Suburban from parts the company cannot use, parks the "vehicle" on a frozen lagoon, and for US$5 each, allows patrons to guess when the truck will sink.
Net: US$15,000.

77 Harbor Party and Seafood Fest| Kiwanis Club of Norfolk, Virginia.
Net: US$37,000.

78 Permanent Snack Kiosk in Park| Kiwanis Club of Adelaide, Australia.
Net: AUD$6,000.

79 Roller Skating Party| Builders Club of Glenview Junior High School, East Moline, Illinois.
Net: US$310.

80 Assist with Kite-flying Weekend| Kiwanis Club of Napier, New Zealand. The club members earn money helping get the area's kite-flying event off the ground.
Net: NZ$1,300.

81 Banner Ads during Exhibition Basketball Game| Kiwanis Club of Boracay, Philippines.
Net: P3,000.

82 Harlem Globetrotters Ticket Sales| Kiwanis Club of Wichita, Kansas. The Globetrotters allow the club to purchase game tickets at half price and resell them at face value (195 tickets total).
Net: US$2,000.

83 "Night On Ice" Hockey Game| Aktion Club of South Mecklenburg, North Carolina. Though the area isn't known for ice sports, Aktion members spread the word and sell tickets for a hockey game, taking a percentage of sales.
Net: US$600.

84 **Charity Ball|** Kiwanis Club of Lauderdale Lakes-West Sunrise, Florida.
Net: US$32,000.

85 **Geranium Sales|** Kiwanis Club of Northern Chautauqua, New York. The club sells the plants for US$26 per dozen.
Net: US$2,370.

86 **Home Tour|** Kiwanis Club of Calhoun, Georgia. Kiwanians sell tickets to take a peek inside some of the area's finest homes.
Net: US$3,000.

87 **Wal-Mart "Kids' Recycling Challenge"|** K-Kids Club of Century Elementary School, Clovis, California. Wal-Mart gives a donation to schools for each 60-gallon bag it turns in filled with plastic shopping bags. Upping the ante, schools compete for additional 1st-, 2nd-, and 3rd-place cash prizes.
Net: US$965, plus $1,500 first-prize award.

88 **Variety Show|** Kiwanis Club of Freeport, Pennsylvania.
Net: US$3,077.

89 **That Sixties Thing Dinner and Dance|** Kiwanis Club of Barstow, California.
Net: US$2,275.

90 **Decorates a Christmas Tree for Auction|** Circle K Club of Akron, Ohio. The Circle K'ers decorate a tree in a *Bob the Builder* theme as part of a hospital's annual Christmas Tree Festival. Decorated trees are auctioned.
Net: US$350 (from just the Circle K'ers' tree).

91 **Peach Sales|** Kiwanis Club of Rome, Georgia. The peaches are sold in 25-pound boxes for US$25 and come in four half-peck bags to

share with family, friends, and co-workers.
Nets: US$1,000

92 **Rock the Gap, Classic Rock Concert|** Kiwanis Club of Yakima, Washington. Patrons purchase individual tickets for US$35 (or a table for $350), and enjoy a happy hour, salmon barbecue, and a live, classic rock band. The event is staged in conjunction with the Yakima Greenway's Gap2Gap multi-sport relay.
Net: US$15,500.

93 **Middle School Basketball Classic ticket sales|** Kiwanis Club of Colonial Capital, Williamsburg, Virginia.
Net: US$3,200.

94 **Bluegrass Festival|** Kiwanis Club of Kissimmee, Florida.
Net: US$25,000.

95 **Sanctioned Junior Rodeo|** Kiwanis Club of Tucumcari, New Mexico.
Net: US$3,000.

96 **Syrup Sales|** Kiwanis Club of Granville, Ohio. The club invites schoolchildren and the general community to learn about the syrup-making process. Kiwanians set more than 400 tree taps in addition to 750-plus taps at a member's farm, and a day is set aside for education about the process. Kiwanians sell the syrup in pint and quart jars. They also serve the syrup during a pancake breakfast.
Net (with pancake breakfast): US$3,600.

97 **Road Rally|** Kiwanis Club of Phoenixville, Pennsylvania. Drivers pay US$10 to take the scenic route. Motorists drive from checkpoint to checkpoint in search of answers to trivia questions about the area. A good event for families!
Net: US$300.

98 **Kiwanis Cash Calendar Sales|** Kiwanis Club of Saint John, New Brunswick. The calendars sell for CAD$20 ($10 of which goes to the club). Each month of the special calendar offers chances at prizes.
Net: CAD$70,000.

99 **Dinner and Debate|** Kiwanis Club of Rodez Segodunum, France.
Net: 1,500 €.

100 **Naked Vine Auction|** Kiwanis Club of Saint Helena, California. For US$45 per ticket, patrons enjoy an evening of entertainment, food, premium wines, games, and a silent and live auction.
Net: US$14,000.