



#WalkRollMDC



Welcome to the Walk & Roll for Muscular Dystrophy Canada! Thank you for registering for this nationwide event and for fundraising in support of individuals and families impacted by neuromuscular disorders across the country.

The Walk & Roll for Muscular Dystrophy Canada provides a rare opportunity for us to engage an even larger neuromuscular community, and to raise awareness and fundraise in new ways. When fundraising, don't be afraid to reach out to everyone you know. Call your mom, ask your neighbours, and email your dentist for support. The more people who know about your fundraising efforts, the better!

To help with engage potential donors, we've compiled some tips on how to fundraise virtually, in a unique way. Remember—have fun with each of these ideas and make it your own!

FUNDRAISING FROM A-Z

Anything can be a fundraiser with some creativity and innovation. Here are some ideas to get you started:

A is for...

Art Sales – Have students produce great works of art and have a show. Parents and friends buy their budding artists' masterpieces.

Ask everyone you meet – Even if you have sent out letters, be sure to carry a pledge sheet donation with you so that when you talk to people about your event, you can ask them to donate right then.

Auctions of All Kinds – A prime parking space at work. A half or whole day off from work. A picnic lunch. Auction desserts, homemade creative and fun items

B is for...

Bake Sales – Hold a bake sale ask for donations of baking and sell to colleagues.

Book Sale – Dust those bookshelves and have a book sale.

“Brown Bag Lunch Day” – Everyone brings their lunch and donates the money they would have spent for lunch.

Birthday – Instead of gifts, collect donations in honour of your birthday, or anniversary.

C is for...

Car Washes – in your community.

Challenges – Challenge someone else to raise more than you.

Challenge by the Boss/Principal – Get the boss to agree that if you raise a certain amount, they will . . . wear a costume, shave a beard, sit in the dunking booth, get a pie in the face, etc.

Change Jar – Keep a change jar in high traffic areas. All change is donated to your team fundraising totals.

Clean Out the Corporate Closet – ask your boss to offer employees the opportunity to purchase excess inventory items from work.

Cook-Offs – for all those dedicated Food Network fans!

Cake Raffle – team members bake different cakes, exchange tickets for a donation and then raffle off the cakes.

D is for...

Dance party – Host a theme dance or party – Sock hop, beach party, disco, square dance, etc.

Dress Down Day – Ask every employee to contribute to your event, and in return they will be allowed to “dress down” on a specified day at work.

Dinner – Host a dinner. Instead of a host/hostess gift ask guests to make a donation.

E is for...

Energy Exchange – offer to do something like cook a meal, clean someone’s house, help with yard work in exchange for a donation.

F is for...

Flowers and Plants – many local greenhouses, offer fundraising options.

Fitness – Challenge your friends and family to a fitness challenge like who can walk or roll the farthest distance in 2 weeks. Everyone donates to enter the challenge and the winner gets a prize.

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G is for...

Games Night – Earn bragging rights at euchre, poker or other card games, with a fee for entry or per game to be donated.

Garage Sales – Ask your friends and family to clean out their attics, garages and basements and bring items in for a group sale or silent auction.

H is for...

Human Jukebox – Set up a decorated cardboard box with someone that sings selected songs outside of a supermarket (after receiving permission) and ask for a donation for each song that is requested.

Handyman for a Day – Shovel snow, rake leaves or mow your neighbour's lawn and donate your "fee" to your event.

I is for...

Ice Cream Social – You can raise funds by collecting donations for delicious ice cream delights.

J is for...

Joke Marathon – Get people to donate \$ to contribute per joke they send to you; collect them all and share them via email with everyone who has contributed.

K is for...

Kiss The Pig – Select three to five people in your network. Have others vote on who they would like to see kiss the pig by making a donation. The individual that "wins" has to Kiss The Pig.

L is for...

Lawn Service – While you are mowing your lawn, mow someone else's too.

M is for...

Matching Funds – Ask your Company to match the total raised by the team.

Mini Golf – Have a putt off at work. Build simple mini-putt holes in the office) and charge a green fee for participation.

Movie Night – Invite friends to watch a movie and ask for a "ticket donation" (what they would spend on movie tickets and refreshments).

N is for...

Name Bead Bonanza – Take orders for personalized bracelets, keychains, necklaces, etc. for a donation.

O is for...

Opposite Bake Sale A “No-Bake Sale”
– Coworkers pay so they don’t have to bake/purchase goodies.

P is for...

Pancake Breakfast – Pancakes are not just for Pancake Tuesday!

Percentage of Sales – Designate a percentage of one day’s sales or proceeds and let the public know so they will buy more.

Pizza Sale – Order pizza and charge/slice.

Popcorn Sale – Pop your own and package to sell or check with a local company to see if they support fundraising events.

Prizes – Donors love a prize. Offer a prize raffle or host an online auction. Gather up some great prizes and create a basket to win!

Q is for...

Quilts – Sell quilt squares made by a group of quilters. The squares can be sold in honour and in memory of people with neuromuscular disorders.

R is for...

Romance – Cater a romantic dinner for two, highest donation wins the dinner.

S is for...

Smile Day Give Away – Each time you catch someone at your office smiling, they donate a designated amount to your event. Give the smiling donor a smiley face sticker or button to wear.

T is for...

Team Spirit Days – have a fee paid to wear your favourite team jersey to work

Turkey Drawing – Offer a dollar to win your Thanksgiving/Holiday turkey.

Teach – Teach a virtual class or share a skill like cooking or yoga, in exchange for a donation.

U is for...

Unique Boutique – Collect or make unique one-of-a kind items for raising funds via a silent or live auction.

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V is for...

Vacation Day – If you are holding your own event with your co-workers, ask your boss if they can offer a bonus day off for the team member that raises the most money.

Virtual – Take your fundraising online by hosting a livestream dance party, trivia night or karaoke contest.

W is for...

Water Balloons – Have a water balloon throwing contest or a target volunteer (maybe a boss?) and charge a fee per water balloons.

Wine Tasting – As with any fundraiser, but especially with this one - the wine must be donated and all liquor liability laws must be followed.

X is for...

X-Mas Tidings – Make fresh evergreen wreaths and yule logs to sell adorned with festive holiday bows, berries and pinecones.

Y is for...

Yard Sale – Hold the ultimate Yard Sale.

Z is for...

Zzzz – Sleep when the event ends.



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DON'T FORGET TO:

- ✓ Drive donors to your fundraising page
- ✓ Thank your donors
- ✓ Share your story on social media
- ✓ Tell people why you are fundraising for Muscular Dystrophy Canada

* For example, what makes this important to you? Your donors want to know! Inspire them, share your story. People will feel more inclined to donate when they feel connected to you.