

How to Help Kids Live Free From Hunger

Live Free Fundraising Success Stories: What worked?

First and foremost: make sure the cause is clear. People are much more likely to get involved for a great cause regardless of the fundraising activity. When reaching out to your school's community, remember to share that 100% of your fundraised dollars come back to your own Food & Friends Program to help feed children in YOUR school.

Here are some fundraising ideas based on success stories from program campaigns:

- Set-up a fundraising committee of students (High school)
 - Committee to brainstorm ideas with ownership and buy-in of the campaign.
- Stop-the-Song (High school)
 - Play a song on repeat over the PA until donations reach a set goal.
- Hunger Games (High school)
 - The Hunger Games theme had each class donate to participate and select a tribute per classroom to compete in “Live Free Challenges” on Live Free Day in the gym so other classes could observe and cheer on their peers. The challenges were both physical and education-based.
 - Engage the leadership or similar program to develop a campaign based on a popular game / show / movie among their peers.
- Dress-down day (Catholic high schools)
 - Have students pay \$2 for an unscheduled civvies day
- Create gifts from children's artwork (Elementary school)
 - Have Grades JK-4 do artwork to be turned into cards, day planners, calendars, notebooks, etc. Contact a local printer for a discounted rate and sell items to students, parents, teachers, etc. One program raised \$2,500!
- Host a community event, invite parents, friends and community members:
 - Hot-lunch fundraiser: Keep costs low by asking local businesses for donations or discounts – share the cause!
 - Community skate night: Play music and serve hot chocolate or apple cider. See if you can get a local rink to donate the rental fee to support the cause!
 - Community dodgeball tournament: Invite special guests such as local police to play against school / student teams. Participants pay to play.
 - Cultural event or talent show: Dialogue and performance pieces, etc.
 - A cooking or craft class: Invite a local chef or artisan to host a lunch-time or after-school class. Charge a donation fee for registration.
- Teacher support
 - Structure your campaign to engage teacher support and donations, perhaps a silent auction of gift baskets put together from donations.
 - Host a “soup swap.” Each teacher makes a delicious meal and brings it to school. Other teachers pay a donation to purchase these homemade meals.
- Treat the winner
 - Reward the strongest fundraising class or home-room with an exciting incentive: breakfast in class, a homework-free weekend, etc.
- Stretch it out
 - Schedule activities over a period of time, not on one day. For example, every Friday for a month, or activities over the course of a week.