



Healthy Fundraisers for Schools: Tips from AFHK Team Members

Healthy fundraisers contribute to a healthy school environment. Products with mass appeal can be inexpensive to sell, provide generous fundraising margins, *and* support healthy choices. To find innovative and healthy ways for schools to generate income, take a look at the “Fundraising for Schools” resources on the AFHK website as well as the following ideas that team members have shared on the AFHK listserv.

Type of Fundraiser	Description	Ideas and Considerations
Auctions	Community-donated items, gifts, gift certificates, theme baskets, services e.g., lawn care, house cleaning, car waxing, baby sitting, storytelling, etc..	<i>Ideas:</i> Solicit high-quality items to raise big money. <i>Considerations:</i> Time and resources to collect and store items, inventory items, handle cash, and process checks and credit cards.
Celebrity sports challenges	Students vs. teachers, coaches, local TV celebrities or radio personalities, local restaurant and shop owners, professional or semi-professional athletes from any sport.	<i>Ideas:</i> Lots of fun with real competitive sports or games. May get publicity on local news. Can also sell healthy snacks and beverages and school paraphernalia. <i>Considerations:</i> Need to promote someone or something that will sell tickets. Without a connection, celebrity could be costly.
Walk-a thons	Pledges collected by lap or mile.	<i>Ideas:</i> Offers opportunity for healthy physical activity for all ages. Open to many variations e.g., mini-walk for pre-K, bike ride for middle school. <i>Considerations:</i> Requires volunteer help to coordinate route details, water stands, and traffic.
Raffles	Prizes perceived as high-value, which could be donated by local business or other community organization.	<i>Ideas:</i> Can be an extremely low-cost fundraiser, especially if the prize is donated by a local business or other organization. <i>Considerations:</i> Must be an item that will generate adequate ticket sales.
Food concessions	Offer healthy food options e.g., fresh fruits and vegetables, fruit juice, juice drinks, low-fat milk, flavored milk, and water at school, community, and local sporting events.	<i>Ideas:</i> Great opportunity to promote healthy eating at after-school and weekend events. <i>Considerations:</i> May require some shopping and food preparation immediately before the event.

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Healthy food and snack sales	Cheese, nuts, fruits.	<i>Ideas:</i> Look for vendors who stock healthier alternatives. <i>Considerations:</i> May still encourage overeating—even if the food consumed is healthier. Storage of perishable items may be difficult.
Non-food product sales	Everything from magazines to pizza kits, candles to wrapping paper, T-shirts to memorial markers, coupon books to entertainment packages, scratch cards to calendars—and more!	<i>Ideas:</i> These commonly used fundraisers are generally recognized and accepted by the public. <i>Considerations:</i> Coordinate with other community fundraisers to avoid too many fundraisers at the same time and to avoid selling the same items.
Sports concessions	Lanyards, key chains, stickers, headbands, wristbands, visors, bookcovers, pencils, water bottles, temporary tattoos—anything with the school name or logo on it.	<i>Ideas:</i> A great way to promote team spirit and school identity. <i>Considerations:</i> Selling opportunities may take place throughout a sports season, so return on investment may be slow. Lots of small items to inventory and store.
Special occasions	<i>Mothers' Day:</i> plants <i>Super Bowl:</i> healthy snacks, pizza kits, deli sandwiches, soup mix kits <i>Homecoming:</i> school sweaters, hats, scarves, jackets, etc. <i>Christmas:</i> plants, wreaths, wrapping paper, note cards, stockings, etc.	<i>Ideas:</i> Theme or holiday tie-ins can provide a focus and reason to buy. <i>Considerations:</i> Must plan carefully for in-time delivery.
Yard sale	Student, faculty, staff, families, community members can donate items for large-scale yard sale.	<i>Ideas:</i> Everyone can participate by donating something. Low-cost activity. Can combine with sale of healthy foods and beverage sale. <i>Considerations:</i> Time and resources to collect and store items, inventory items, handle cash, process checks and credit cards.

Team members on the AFHK listserv recommend the following websites:

General Fundraising Companies

- 123Fundraising.com
<http://www.123fundraising.com>
- Common-Threads Fundraising
<http://www.common-threads.com>
- Western Fundraising Programs
--includes "Read-a-Thons," "Bowl-a-Thons," "First Aid Kit Fundraiser," etc.
<http://www.westernfund.com>

Alternative Fundraising Ideas

- "Things to Do" and "Things to Sell," from No Junk Food.org
<http://www.nojunkfood.org/fundraising>
- "School Fund Raiser Ideas: Alternatives to Selling Junk Food and Sodas," from Center for Food & Justice, Urban & Environmental Policy Institute, Occidental College
<http://departments.oxy.edu/uepi/cfj/resources/AlternativeFundRaisers.htm>
- Partners for Kids: Community-wide fund producing campaigns for public education
<http://www.partnersforkids.com>

Innovative Fundraising Items

- Stone memorial markers
--Brick & Stone Graphics: <http://www.brickstonegraphics.com>
- Soy candles and alkaline batteries
--Fundraising Batteries.com: <http://www.fundraisingbatteries.com>
- Air fresheners
--NuDayFundraising.com: <http://www.nudayfundraising.com>
- Personalized books
--Treasure Books and Gifts: <http://www.treasurebooksandgifts.com>
- Portraits and "glamour" photos
--Vista Studios: <http://www.vistamark.com>
- Temporary tattoos
--ZooDogs: <http://www.zoodog.com/tattoos>
- Cheese
--Cabot Cheese: <http://store.cabotcheese.com/fundraisers.tmpl>