



FUNDRAISING EVENT DESCRIPTIONS

School or Business Fundraisers:

Jeans Day - Students, teachers, or employees pay to wear jeans on a designated day (during CHD week), the proceeds of which are donated to Heart Heroes. – Use sticker printed with CHD facts to show who has paid to wear the jeans.

Hat Day - Students, teachers, or employees pay to wear a hat on a designated day (during CHD week), the proceeds of which are donated to Heart Heroes.

Change Jar Competition - This is a great fundraiser for your child's school to participate in! All you need is a large plastic water container (a 3- or 5-gallon water jug or something similar works well) marked with three lines. Each line will represent a prize that all the students will receive if they fill the jar to that line. The school can send home fliers with the students explaining that they are participating in a change jar competition to raise funds for Heart Heroes in honor of CHD Awareness Week.

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Schools (especially elementary schools) are usually very willing to participate in these types of fundraisers as they can be a great way to work towards a positive goal and have a little fun at the same time. Make sure you talk to the school and give them plenty of time to get everything approved by the school board if needed.

Prizes can be simple things that don't require a lot of money to provide:

- No Homework Day
- Pajama Day
- Dress like a Superhero Day
- Movie and Popcorn Day

Sucker Sales – Sell superhero or heart suckers during CHD Week! Superhero suckers are engaging and eye-catching- a great way to get kids interested. A low selling point helps to make sure people want to buy the suckers. Include a piece of information about CHD with every sucker – like a sticker wrapped on the stem. Check out our cape and mask template to make your own superhero suckers.

Individual or Group Fundraisers:

Lemonade Stand – National Lemonade Stand day is June ---, and it's a great way to raise money to help kids with CHD and a fun event for everyone involved! Pick a location and set your date- take into consideration the amount of traffic on the road, any foot or bike traffic, parking for customers, etc. Advertise your lemonade stand and post fliers in the community. Make signs to post on both sides of the road so cars will know there is a lemonade stand ahead. Lemonade stands and bake sales are good fundraisers to run together, and even in conjunction with other fundraisers like car washes, garage sales, craft fairs, and more!

Bake Sale – This highly versatile event is a favorite fundraiser for everyone! Recruit your friends and families to bake their best goodies and treats! See if your local bakeries will donate any of their delectable desserts for the cause. You can hold a bake sale at a variety of different events- community events, church gatherings, garage sales, sporting events, parent-teacher conferences, and more. Use our printable flier to advertise to the community and spread the word!

Garage/ Rummage Sale – Empty your house of extra stuff and help Heart Heroes at the same time!! Host a garage or rummage sale and donate the proceeds to Heart Heroes. Recruit donations from your friends and family, too! Use the printable flier with your dates, location, and other details and post it in your community. Advertise on local event boards and websites (Craigslist, for instance). Take pictures or list some great deals/ extra-special items to capture people's interest.

Car Wash – Hold a car wash fundraiser for Heart Heroes! This is a great fundraiser for a group. Pick your location- a church parking lot or business parking lot can be good options (make sure it has water access). Try to find a location with visibility from the street to get people's attention. Post signs with location and times. Bring buckets, soap, sponges, dish towels, hoses and old clothes and get ready for a fun time! You could even sell lemonade, bottles of water and goodies like cookies or brownies throughout the event for people while their car is being washed!

Other Fundraising Ideas:

Fundraiser Event at Local Restaurants – Contact your favorite restaurant to arrange a “Give Back Night” in honor of Heart Heroes, Inc., and get all your friends and family together for a fun night of great food and helping kids with CHD! Post the event to social media sites and invite local heart families and CHD groups to join the event!!

Spaghetti Dinner Family Event – Sell tickets for a family dinner event at a local church or recreation center, offering a spaghetti dinner with bread, salad, and dessert (or pizza, BBQ, etc.). Solicit food or other donations from local restaurants and grocery stores, and recruit friends and family to make desserts, food, serve, setup and cleanup the event. Offer a set number of tickets based on the venue’s capacity to help plan for the event. Boost your fundraising capacity by requesting donations for a silent auction at the event!

This event could be modified to be an “Adults Only” type of event- host a dinner or cocktail party or an elegant desserts reception.

Heart Heroes Change Jar/ Round-up (at local grocery and retail stores) – Talk to the manager at your favorite grocery or department store and see if they will hold a “Receipt Round-Up” week or weekend event, where customers have the option to round their total purchase up to the nearest dollar, with the rounded-up amount donated back to Heart Heroes! (For instance, if the total amount including tax was \$4.75, then the customer could round their total to \$5.00. The rounded-up amount of \$0.25 would then be donated to Heart Heroes.)

Alternatively, hold a Change Jar week or weekend event, with a small Change Jar at every register in the store, and/ or a volunteer at the doors accepting donations (SA Red Bucket –style).

Movie Premiere or Movie Night – Sell tickets to a Movie Premier Event or hold a Family Movie Night (or kids/ teen movie night). Include popcorn and a drink with the ticket price and sell candy, baked goods, or other snacks or treats during the show! Contact local grocery stores and restaurants for food or in-kind donations to offset costs.

You could modify this fundraiser for a major sporting event, play, concert or community event. Hold a “preshow event” or a “private showing” of the event and sell tickets to the event!

The Super Run – Contact Heart Heroes to bring The Super Run to your city! Be a Super Run Champion and get involved with this exciting event!

Heart Hero Walk/ Run/ Bike Ride – Turn some of your favorite activities into a Heart Hero fundraiser! Host a fun run or bike ride and donate the proceeds of the registration fee to Heart Heroes!

Parent's Night Out – Host a babysitting for parents (Valentines' Night would be a great one)! Show a movie, play games, have pizza and dessert – entertain the kids at a church, rec center, or school while the parents have a night out! Recruit volunteers from area high school teams and clubs (especially those with volunteer requirements). Create an informational flier and sign-up form. Solicit food donations and coordinate equipment for showing the movie.

CHD Awareness Activities:

CHD Awareness Talk – Give a talk about CHD to your community. Go to your child's school, your workplace, your church, etc. and give an informative presentation about CHD and its impact in the community and on your own family.

Heart Card Activity – Great when done in conjunction with a CHD talk. Make cards or pictures with encouraging statements, prayers, or thoughts on them and take them to the cardiac department of the local children's hospital. Imagine being a child in the hospital for heart surgery and receiving a card written from another kid your age, wishing you well and hoping you get out of the hospital soon.

Blood Drive – Hold a blood drive for your community! It's a great way to talk about the impact of CHD on your community while allowing many people the opportunity to give back at the same time.