

# How Do YOU Summer?

## 11 Targeted Fundraising Ideas for 4 Summer Personality Types

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Innovating Generosity

Summer means different things to different people. For some donors, it's a time to chill. Others may be busier than ever. Target these fundraising ideas to your different demographics to take advantage of that summer feeling, no matter what it is.

### SPRING CLEANERS & SUMMER MOVERS

There's something about warm weather that catalyzes people to clean up and clear out their winter-weary wardrobes, drawers, closets and garages. Leverage the Marie Kondo joy-sparking craze with a call for specific high value items that tidiers—and families moving in between school sessions—might otherwise toss in with their unjoyful thrift store donations.

#### DISNEY FIGURINES

We recently saw an unexpected outpouring of princesses and other beloved Disney characters from a nonprofit's request for these specific collectibles.

#### DESIGNER BAGS

It's easy for donors to hold on to things they once enjoyed or think they might use again until someone extends an opportunity for those very things to help someone in need (while also helping with that closet clean out).

#### YARD SALES FOR CHARITY

Challenge spring cleaners to donate their yard sale proceeds to your nonprofit. Provide a yard sign indicating the partnership.

### OUTDOOR ENTHUSIASTS

Bring on the outdoor activities anyone can enjoy! Events held in public places like parks also introduce onlookers to your cause.

#### CARDBOARD BOAT REGATTA

Teams can register to participate and fundraise for the race. People donate to vote for the best boat. **Tip:** Signage and enthusiastic volunteers may even engage passersby to 'vote' as they stroll by.

#### (TRIED-AND-TRUE) FUN RUNS AND 5K WALKS

The fund-*racing* trend for non-runners may be declining somewhat, but people still love leisurely outdoor treks for all ages and fitness levels. Fresh air, fun with family and friends, a bit of exercise that requires no training and is completed in one morning—all for a good cause? Sign me up! **Tip:** By pairing a Walk for Life with our Peer-to-Peer platform, one of our clients recently raised more than \$60k.



### Summertime... and the noncash donating is easy

Donors are often surprised and delighted to learn that their high value belongings can help those in need with so little effort on their part:

- EASE OF DONATING
- HIGH IMPACT TO YOUR CAUSE WITH LITTLE TO NO COST TO THE GIVER
- POTENTIAL TAX DEDUCTIONS
- ELIMINATION OF STORAGE OR LIQUIDATION COSTS & EFFORT

**TIP:** Be sure to share our Noncash Giving Guidelines.

### KIDS EDUTAINERS

In the summer, parents and kid-caregivers are looking for activities that simultaneously educate, entertain and help grow a giving spirit in kids. Children will often come up with fundraising ideas themselves but you can help them out by promoting your own Kids' Fundraising Kits to seed their creativity.

Be sure to require an adult to be involved and thank kids in a fun way for their participation. **Tip:** They'll LOVE being featured in your newsletter or on your website. **Bonus:** You get original and interesting content to share!

### LEMONADE STANDS

Provide printable templates for money jar labels and table signs that show sidewalk passersby that these thirst-quenchers care about your cause. Offer a free t-shirt they can wear while fundraising. **Tip:** This tactic works great with their parents' yard sale.

### HERO FOR A DAY

Offer kids age-appropriate volunteer opportunities that come with an invitation to bring their sidekick (an adult who supervises them). Stay on theme with pint-sized capes or colorful hero and sidekick badges.

### TRAVELERS

For many, summer is the time to hit the proverbial road. Appeal to wanderers, globetrotters and mission-minded donors with one of these ideas:

### VACATION PACKAGES

Having an auction? Think about wedding and honeymoon destinations for couples, family-friendly offerings, and adventure trips for the daring.

### A DAY WITH A CELEBRITY

Also great for auctions: Ask a well-known supporter of your cause to partner with you in a one-of-a-kind big-ticket item, such as a round of golf with a famous golfer at a 5-star course or a gourmet meal prepared by a famed chef.

### FUND MY TRAVEL PARTNERSHIPS

Do you have a donor who crowdfunds their travels via an extensive social media following? Pitch the idea that adding a charitable fundraising focus may enable them to raise more. This is especially effective if their trip can include an aspect that relates to your mission.

### "MISSION" TRIPS

Nonprofits that provide guided group excursions to their sites turn donors into passionate advocates. **Tip:** A portion of the trip cost includes a donation amount for your cause.

### WHAT SUMMER GIVING DECLINE?

Dips in giving are a thing of the past when you engage your donors in timely activities they love, want and need to do.



## Fun kids fundraising ideas to share with parents

BALLOON RAFFLE

THEMED BAKE SALE

FACE PAINTING

STRAW DRAW

PIZZA NIGHT

CUPCAKE WARS

PET PARTY

OLYMPIC GAMES

SCAVENGER HUNTS

USED BOOK SALE

OBSTACLE COURSE

KARAOKE NIGHT

22 Fundraising Ideas  
for Kids  
(That Actually Work)  
Bonfire

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