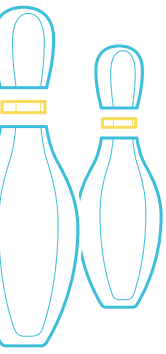


Four Seasons of Fundraising

Event Ideas for Sun, Snow, and Everything In Between





4 Seasons of Fundraising

Does your nonprofit need seasonal fundraising ideas to shake things up a bit? Is there a certain time of year that sees a donation drought? Having some go-to seasonal fundraising events can make your nonprofit memorable to prospective donors throughout the year. Planning great fundraisers for the different seasons can earn your organization an event following that keeps the community coming back year after year. Not sure where to start with your event planning? Peruse these fundraising ideas and learn from some of our clients' successful seasonal events to bring some unique flair to your fundraising events.

These ideas won't necessarily work for all nonprofits or in all climates, but there is a little something for everyone here to try out. Each season is broken down into outdoor and indoor ideas and includes some featured events from actual Qgiv customers. Some of these concepts are for specific, one-day fundraising events. Others are activities your nonprofit can repeat over the course of an entire season.

The cost of putting on a major fundraising event can be an obstacle for smaller nonprofits, so there are several fundraising ideas included here to help you put on an amazing show even if you don't have an amazing event budget.

Every type of nonprofit can benefit from strong fundraising events. Having several major events, or even smaller recurring events provides the community with entertainment, and your nonprofit gets the funding it needs to change the world for the better.

This seasonal fundraising event guide provides your nonprofit with everything it needs to get started implementing new events. Using these ideas (or adding your own creative flair) will start you down the path of eliminating slow fundraising periods by having an event each quarter.

With the decrease seen in the number of small donations made to nonprofits throughout the year, it's evident that the communities we serve need to find new ways to make up the funds that individual donors made in years past. Rather than relying solely on major donors and planned gifts, putting a focus on events could draw in sponsorships from area businesses as well as support from individuals and families in the form of event registration fees and peer-to-peer fundraising donations.

Happy Fundraising!





Online
Fundraising



Event
Registration



Text
Giving



Peer-to-Peer
Fundraising

Want to kick start your events? With no contracts and no hidden fees, there's no obligation to get started on your next fundraising event! Visit our website to learn more about how we can help you raise more money so you have more time to focus on what matters most: **your mission.**

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Winter

Winter can be one of the hardest seasons to plan events for because of colder weather. If your supporters are willing to brave the elements for a unique bit of fun, you don't want to pass on the opportunity to earn more money to support your mission. If your nonprofit is in a place that is plagued by cold weather so extreme that spending too much time outside is dangerous, unique indoor events can offer a welcome break from hunkering down in front of the television all winter long.

Outdoor Ideas

The Santa Sprint

This unique event idea will appeal to people who like to participate in 5K races or are fans of Christmas. Schedule the event in early to mid-December ahead of Christmas to get people excited about the holidays.

The premise:

Imagine a winter footrace combined with a holiday-themed costume contest. Participants can dress up as Santa, Mrs. Claus, elves, reindeer, or get adventurous with their winter-themed costumes. Then, in full-costumed glory, participants will pick up a Santa Sack, which they must carry across the finish line with them in order to win. You can either have participants collect presents along the way as they reach race checkpoints or have them come fully loaded from the start for more of an endurance race.



For a true 5K experience, include racing bibs and chip timing in the cost of registration. This will allow you to determine the best performer in each division of racers. Award first place finishers with a special prize to celebrate their holiday spirit.

Then, tally votes for best costumes in each of the different categories and present best dressed awards to the top costumes in each category.

This event works best as a peer-to-peer fundraising event. Have participants form teams and fundraise for your organization in order to win awards for being the top fundraisers. You'll want to incorporate individual and team prizes for top fundraisers. These awards, as well as an excited announcement regarding the total raised from the Santa Sprint, should conclude your event.

Add-Ons:

Because the event is taking place outdoors in the winter, you'll want to look for a venue that has an indoor space in which to start and end the race. If you can't find a location that has a building you can borrow for the event, consider renting a large event tent and portable heaters. The tent will act as the start and end location for your race as well as a place for non-runners to keep warm while cheering on their family and friends.

To further assist your participants in their efforts to keep warm, the indoor area could host a refreshment stand offering hot drinks and light snacks. Hot cocoa, coffee, and cider are good drink choices. If budget allows, you could also order branded winter wear like hats, scarves, and sweatshirts to sell at your event (and on your [event form](#) ahead of time if you're a Qgiv client!).

If your organization is planning this event in order to benefit children, consider adding a toy drive aspect to the event. Set up a toy collection at the event so guests can help children in need through your nonprofit.



Hot Cocoa Stands

This is a winter fundraising idea with a lot of versatility. You can set up stands at multiple locations and on multiple days. Sell hot chocolate to holiday shoppers or at community events where a lot of people will gather (just be sure to get permission to sell your cocoa off your own property). This approach is highly visible in the community, and donors get something in exchange for generously giving a donation to your organization (a piping hot cup of deliciousness!). The concept is inspired by nonprofit organizations that set up collection stations in high-traffic retail areas to raise funds from holiday shoppers. This tried and true method has been used by nonprofits for years!

The Premise:

Much like kids set up lemonade stands in the summer to give people a cooling drink on hot summer days, your nonprofit can set up shop to warm people up while shopping or attending community events in the cold winter months. You'll need to check with your local health department for permitting and licensure requirements to sell your hot cocoa legally. If your nonprofit organization prepares food and drinks for consumption already, you may already have the required food service license. All that's left is acquiring any local permits needed to set up your hot cocoa stand in public places.

You can assess a fixed price per cup or give a cup of hot cocoa for any donation to your organization. There are tons of important shopping days in the winter months. Setting up a stand for Black Friday could help you raise a lot of money from holiday shoppers looking to get good deals, especially if they're waiting in long, cold lines! Having shops set up in mid-to-late December could pull in a lot of donations because of the spirit of giving that is so prevalent this time of year.

Add-Ons:

The Hot Cocoa stands should be highly portable so they can travel to different areas as needed. It's also a great opportunity to educate the public on what your organization does. Set up brochures and donation envelopes that people can take with them. [If you're using text giving](#), you can also hang a sign with your text giving information so people can make donations on their phones right then and there if they don't have cash.



 **Winter Wonderland**

If your nonprofit organization has space to spare, consider bringing the community to you for an afternoon fundraiser celebrating the winter by creating a space for people to come together for family-friendly activities, warm drinks, and unique gift ideas.

The Premise:

Decorate an event space at one of your nonprofit's facilities in a winter theme. You can include holiday elements, but to keep the event neutral you can go with a strictly winter focus instead.

Incorporate family-friendly activities such as "Pin the Carrot on the Snowman" and similar party games accessible to kids of all ages.

You'll want to create unique photo shoot opportunities for family photos throughout the event. Get creative with developing scenery and have volunteer photographers take pictures for families in exchange for donations at these photo-op spots. Use a smart

phone or digital camera with a removable SD card that you can use to quickly share photos with the family and on your nonprofit's social media pages for engaging content to draw others to see your event in person.

Invite vendors to set up shop at your event for a small fee or for a percentage of their sales at the event. Vendors should offer unique gift ideas that would appeal to guests as holiday gifts. Locally crafted items and art work make good choices. Securing food and drink vendors will keep people at your event longer, which may translate to them making more donations to your nonprofit.

Add-Ons:

Casual events like this are good opportunities to sell raffle tickets for a 50/50 prize drawing or a drawing for actual prizes donated by retailers. Securing gift basket items and doing a silent auction is another option (just make sure bidders put down a phone number so you can collect their payment if the family isn't there when the silent auction ends).

Snow Ball

If your nonprofit's supporters enjoy indoor events like formal balls or more active indoor activities like dance-a-thons, this event is the perfect option for you. Host a dance party or dance-a-thon for the community and charge a registration fee to join.

The Premise:

If going the dance-a-thon route, encourage participants to recruit sponsors to donate for each hour they dance. If you're hosting a simple, fun dance, you'll want to find additional moneymakers to employ during your event. A silent auction, winter-themed family photoshoot, and holiday gift shop could be used to raise additional money during the event. Hire a fun, lively DJ to play a mix of hits and winter classics.

Add-Ons:

To raise more money and keep participants from leaving your event early, sell food and drinks at your event. If you don't want to manage catering and a bar, try to work out a deal with a caterer or food vendors where they donate a percentage of what they make back to your nonprofit in exchange for setting up at your event.

You may also want to look into recruiting volunteer bartenders from a local bartending school and have them work for tips at your event while your staff sells drink tickets to guests. You'll want to set drink ticket prices high enough to offset the cost of alcohol and any bar equipment you have to buy or rent for the event. If serving alcoholic drinks, you'll need to acquire the proper permits for your event.

Permitting requirements vary based on where your nonprofit is hosting the event. Typically, serving only beer and wine will warrant a cheaper permit than one that allows you to sell cocktails at your event. Checking IDs at the event if serving alcohol is going to be extremely important. When guests buy their first drink ticket, check their IDs to verify their age and have guests wear an event-specific wristband to indicate their age was verified to avoid carding the same attendee multiple times in the evening. After the event, a nice touch to ensure the safety of your guests is to encourage anyone who has been drinking to consider Uber or Lyft as an alternative method for getting home.

Craft for a Cause

Winter in places other than Florida typically means spending a lot of time indoors keeping warm. This also means that more outdoorsy folks spend a lot of time at home bored during the winter. This next idea keeps cabin fever away by introducing people to new hobbies with a craft fair hosted by your nonprofit.

The Premise:

Your nonprofit organization sets up a craft fair in a community venue and sells craft supplies for a variety of crafts people can do in the winter when cooped up inside. Knitting and crocheting items, painting supplies, puzzles, and other unique craft supplies should be for sale during your event. Charge more for these supplies than you paid! To make additional money, hire local crafters to come to the event and sell their wares. You can charge them a vendor fee to attend the event and sell things. You may also consider asking for a percentage of their sales from your event. Securing food and drink vendors will keep people at your event longer as well.

Add-Ons:

If you hold this event ahead of the winter holidays when people could be shopping for craft supplies as people's gifts, consider selling gift bags, tissue paper, and gift tags at the event. This could be a huge selling point. A visit to a local dollar store could get you stocked on these items inexpensively, and people will likely pay for the convenience of not having to go somewhere else for a gift bag to put the gift in.

Alternatively, you could offer gift-wrapping services in exchange for donations. People can buy gifts from local crafters, have them wrapped, and walk out the door with a ready-to-give gift in hand.

Featured Qgiv Customer Events

Purple Plunge and One Winter Night

Purple Plunge

Purple Plunge is a nonprofit organization in Lake Zurich, Illinois named after its namesake fundraising event during which attendees plunge into the frigid waters of Lake Zurich. The event takes place in late winter when the icy waters of the lake aren't totally frozen over. This organization raises thousands of dollars to support people with cancer. The event is successful because of its uniqueness and marketability. The Purple Plunge makes for great photo and video opportunities and encourages participants to face what will make them uncomfortable in order to support those in need.

Their event is incredibly successful each year. [You can read more about it here!](#)



One Winter Night

The One Winter Night fundraising event held by another Illinois nonprofit, C-U at Home, puts event attendees in the position of the homeless population the organization serves. One Winter Night asks participants (AKA Box Dwellers) to spend a winter night outside in a cardboard box. Despite the cold, box dwellers from all walks of life come together to support the homeless population of Champaign, Illinois. This event is successful because it puts supporters in the place of those they're trying to help. The empathy needed to be a box dweller is reinforced by this experience and brings out the generous hearts of those who care about the homeless.

[You can read more about One Winter Night here.](#)



Want to give your fundraising events an extra boost? [Here are 5 foolproof ways to raise more at your fundraising events!](#)

Spring

Depending on where you live, spring can be an absolutely beautiful time for outdoor events. Seeing grass and flowers bloom and the leaves returning to the trees can make your supporters thankful for the end of a long winter. You may find that the season has an energizing effect on your community. Hosting fun events can draw in huge crowds of people who are looking to celebrate the end of another bone-chilling winter. This mix of indoor and outdoor events offers perfect ways your nonprofit can help its supporters celebrate.

Outdoor Ideas



Easter Egg Scramble

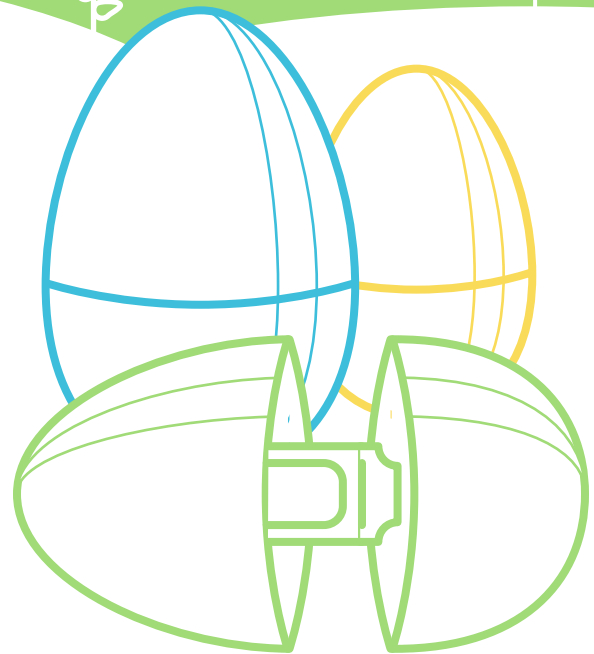
If you have supportive local businesses and your nonprofit wants to create a unique fundraising idea surrounding Easter, this Easter Egg hunt is a great outdoor fundraising idea.

The Premise:

Solicit donated items from local businesses and type up a description of the donated prizes. Host an Easter Egg hunt fundraising event with a set registration fee. Hide eggs with raffle tickets inside of them that attendees can use to enter a prize drawing for the donated item or gift basket of their choice. Offer additional raffle tickets for sale for those who did not find as many eggs and want a better chance of winning their desired prize during the drawing. The best egg seekers will naturally have an advantage in finding free tickets, so selling additional tickets helps level the playing field and raises more money for your nonprofit. Solicit a variety of prizes and run the egg hunt with different age divisions to make the hunt fair. Segment available prizes according to age groups. You'll want prize segments for toddlers, children, teens, and adults. For toddlers and children, the nonprofit could provide an age-appropriate prize for all participants and save raffle tickets for the older audiences.

Add-Ons:

Because this is an Easter-themed event, your guests may appreciate an opportunity to bring their children for a photo with the Easter Bunny. Have a member of staff on hand to take pictures. This is a great social media marketing opportunity, so ask if your nonprofit



can use the best pictures on their social media pages and have waivers on hand for families whose pictures include young children. Decorate the photo area in a spring theme to make it extra appealing.



Day of Play

As winter months come to an end and the temperature starts rising, capitalize on your community's newfound energy and set up an event catering to parents looking for an outlet for their kids' energy. If your organization is in a cold climate that keeps children indoors more often during the winter, this event could be attractive to parents of kids with a bad case of cabin fever.

The Premise:

Set up yard games and vendor booths at your facility or at a public venue. For a suggested donation, families can come to enjoy a day of family-friendly activities and shop locally. As it starts to warm up outside, hosting an outdoor event with fun activities for kids can be a big help to parents looking for an outlet for their kids' energy.

Add-Ons:

If you host this event close to Mother's Day, set up a flower stand at the event so guests can buy flowers for the holiday while letting kids play. You'll want food and drink vendors on site to sell snacks to kids and their families. You'll want to set up a deal with vendors to earn a percentage of sales during your event.

Having a contingency for rainy weather is key. Make sure your venue has an indoor space you can use or enough area that you can set up an event tent in the case of bad weather. Take advantage of covered spaces during your event by offering hands-on crafts for kids. You can gear these crafts toward making gifts for the kids' parents.

Indoor Ideas

If your nonprofit is in a climate that doesn't warm up until the end of spring, indoor fundraising events may be your best bet for success this time of year.



Mother's Day Brunch

Families typically want to do something special for the mothers in their lives on Mother's Day. Supporters of your nonprofit organization are no different! Many restaurants get booked well in advance for this holiday—especially if they do a special Mother's Day brunch. Use the desire to do something special on Mother's Day to your organization's advantage.

The Premise:

Your nonprofit organization likely has supporters that would love to do something special for their mothers or wives on Mother's Day while also contributing to a cause that matters to them. Partnering with a local caterer to host a sit-down brunch for moms for the holiday is a great opportunity to raise funds for your organization. Charge a registration fee that covers the cost of food and contributes to your cause.

Add-Ons:

During brunch, you'll have a captive audience. Arrange to have someone share their story of how the organization helped them. What may largely help your fundraising efforts during the event is having a story about how the organization helped a mother or inviting a mother (or pet mother) to share her story. Ask for donations to continue the good work of your organization. This is another great opportunity to [use text giving!](#) Attendees can give on their phones right at their brunch tables.

Another way to capitalize on the captive audience is to sell Mother's Day items that attendees would like. Items like spa days, gift certificates to local restaurants, and other gifts for moms may move quickly during the event because of attendees wanting to further treat the mothers in their lives. Instead of selling items, you can create a silent or live auction at your event for gift baskets of donated Mother's Day items.

As a surprise for all the mothers at your event, have guests send in pictures of their favorite motherhood moments and put them in a PowerPoint presentation that plays repetitively during the brunch service.

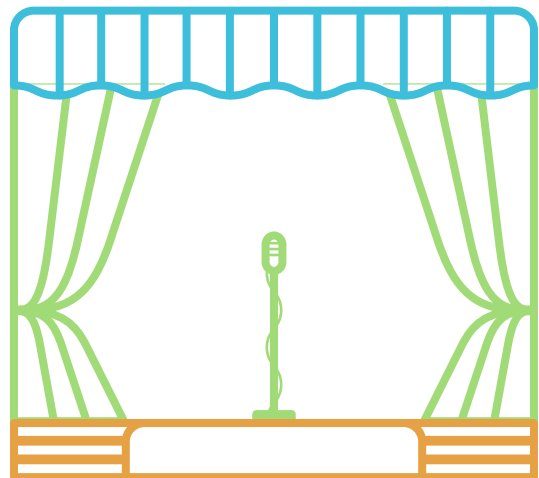


Spring Showcase

Talent shows are a great opportunity for your supporters to show the world the unique skills they possess. You'd be surprised how varied and interesting your supporters' talents are. This variety show-style event is a fundraiser that makes the most out of your organization's best resource—the people who truly care about your organization's success.

The Premise:

Host a talent show featuring local talent. Have a unique tip jar for each act and place them on stage during each act's performance. Tell the audience that the act that raises the most money will be the talent show winner. An alternative to cash tips (since most people don't carry a lot of cash anymore!) would be to have tickets that serve as votes. Attendees can use a payment method of their choosing to purchase tickets to put in



the performers' tip jars. The winner should earn a prize that has been donated from the community or was purchased as the prize by the nonprofit. This is a great opportunity to create a peer-to-peer event and get performers to recruit their friends and family to support them by donating to the organization.

You can charge the audience a registration fee to enter the event or keep it open to the community and raise funds by selling refreshments and event collateral.

Add-Ons:

You can expand on the talent show portion of the event by breaking the talent show up into different divisions. You can have a children's division and award prizes for best individual and group performances based on the amount audience members donate to each act. The adult talent show division can also be split up for awards for best individual and group performances.

If you plan to host the show in the afternoon or early evening, have the children's talent portion first and adult performances afterward.

Featured Qgiv Customer Events

VISTE's VISTEBall, Pensacola Humane Society's Fur Ball, and Nemours Got Talent

VISTEBall

Volunteers in Service to the Elderly (VISTE), created a unique fundraising event called the VISTEBall, an indoor golf-themed fundraiser where attendees play golf-related games. The nonprofit offers a unique spin on the traditional golf tournament by bringing it inside and making it games-based rather than a serious sporting event.

VISTEBall is now in its 14th year and has recruited several corporations to form teams for a Corporate Cup Challenge for the 2019 event.

If you want an example of an event that has continued for multiple years and still provides a great return for a nonprofit, [visit the VISTEBall event page](#) to see what makes their event such a success.



Fur Ball

The Pensacola Humane Society created a new event for 2019 that is already showing promise as a successful fundraiser. The Fur Ball asks its attendees to Cough It Up for the Animals. Despite being in its first year, the event has already sold out of tables and individual tickets!

The Fur Ball is an indoor, black tie gala featuring entertainment, a live and silent auction, a puppy parade, and more. Proceeds from this event support the efforts of the Pensacola Humane Society to help stray pets find new homes.

Their marketing for the event has been phenomenal, and they've already reached attendance goals. They've also sold out of one of their sponsorship levels already! Part of their success was adding the ability to share the event on Facebook and Twitter.

[You can read about Pensacola Humane Society's success with another one of their events, Paws on Palafox, here!](#)



Nemours Children's Health System's Nemours Got Talent

The Nemours Children's Health System's Nemours Got Talent Event is a unique talent show concept that asks employees of Nemour's Children's Hospital to register to perform in order to raise money for the It's All About the Kids employee giving campaign. The participants are asked to put on a show for their peers in order to fundraise. The top performers win fabulous prizes.

The event page works great because they've shared photos from a past event highlighting the talented staff who performed in a previous event. Their event page does a great job spelling out the rules for performances and encourages staff to register as performers on multiple parts of the event page.

For an example of how to tie multiple pages together and encourage participation across multiple parts of your event page, the Nemours Got Talent event page provides a great example of this.

[Visit their event page here](#), and visit the multiple pages to see how they maintain the theme throughout. Bonus points if you can identify each link they've included to their Performer Registration page.

Feeling motivated to dive into designing your spring fundraising events? [Check out our article detailing how to plan fresh, exciting events.](#)



Summer

The summer months are the prime time to host events geared toward children. In most cases, kids are out of school and in need of entertainment. Parents in your community will be thankful for family-friendly events over the summer and may look to your nonprofit for entertainment other times of the year.

Outdoor Ideas

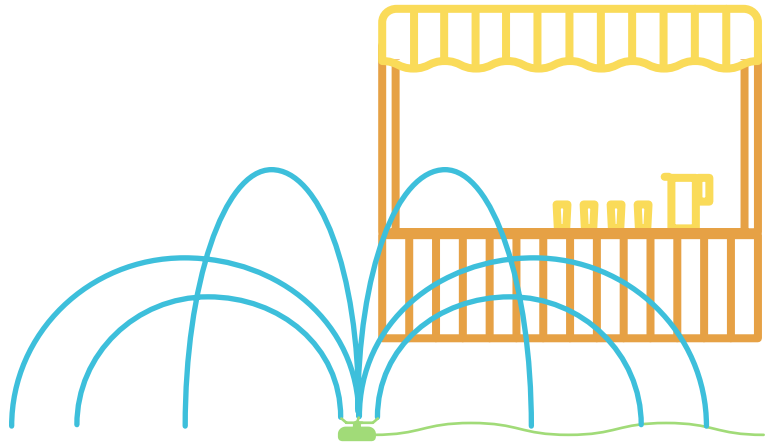


Cool Off for a Cause

This fundraising event features water-based activities to help keep people cool and entertained on a hot summer day.

The Premise:

This fundraising event is best for hot summer days. Your nonprofit can set up kid-friendly water games like a sprinkler system obstacle course, a slip-n-slide drag race, and water gun-based carnival games. Participants can play games for prizes or, alternatively, you can charge a registration fee per family that allows unlimited play during the event.



Add-Ons:

Your nonprofit can sell summertime refreshments like ice cream cones, popsicles, and lemonade. Open your event up to vendors for a fee. They can offer more filling, substantial snacks. Set up an amped up summer play list to keep energy high and the mood fun. If you want to make the event last all day, you can hire local bands to play at your event and close your event with a bonfire and s'mores session. Just make sure that the venue will allow you to do this.



Kickball for a Cause

A low-cost, high-reward option for a summertime fundraiser is hosting a kickball tournament. You can make this event last an entire day and provide some great entertainment with minimal effort. To host a kickball tournament, you only need a couple of kickballs, access to a local sports park, and a good peer-to-peer fundraising setup.

The Premise:

Create a peer-to-peer fundraising event in which participants form kickball teams and participate in a day-long kickball tournament. Not only can teams earn prizes from their kickball-playing, but awards can also be created for the top team and individual fundraisers. The tournament should be segmented into adult and youth brackets. Charge the public a small admission fee to watch the tournament and charge a team registration fee to participate in the tournament as well. Sell concession-style snacks at the event and let the teams battle it out to see which one comes out on top!

Conclude the event with an Olympics-style award ceremony for each bracket honoring the top teams with prizes for performance on the field and fundraising for the cause. This fundraising event requires reserving a baseball diamond or two at your local park, so you'll want to check that there are no summer little league games scheduled on the day of your event!

Add-Ons:

To keep excitement high during this event, recruit volunteers from your organization to be announcers for the tournament. Set them up at a table with a prime view of the action and give them a microphone so they can pump up the crowd and add commentary on the games. Volunteers can also act as the umpires for the event (just be sure to brief them and the participating teams on the rules).

As this event requires physical exertion in the summer, you'll want to have hydration stations at your event offering free water to the players and umpires. Make sure participants sign waivers of liability to avoid any legal repercussions from injuries incurred while playing.



Refreshment Stands

Trying to keep cool in the hot summer months is important to a lot of people. What better way to beat the heat is there than with a cold drink? Your nonprofit can make serious money selling lemonade and refreshments to the community in hot summer months. This idea is similar to the hot cocoa stand your nonprofit can set up in the winter.

The Premise:

Set up a refreshment stand in places in your community that receive heavy foot traffic. As summer months heat things up outside, you can offer ice-cold lemonade and prepackaged ice cream and popsicles to passersby in exchange for a donation. Your refreshment stand can be manned by volunteers all summer long to help raise money for your cause while helping others beat the heat. If you make a mobile lemonade stand, you can travel to prime locations throughout the community and even set up near community events!

Add-Ons:

You'll need to check with local officials for permit requirements and obtain any certification required to legally serve drinks. Promote your nonprofit by displaying brochures and other information about your organization while you're out in the community.

Indoor Ideas

Summer is known for outdoor events, but if your nonprofit is in a climate that gets too hot to enjoy the great outdoors, take advantage of indoor venues to host events in the air conditioning.

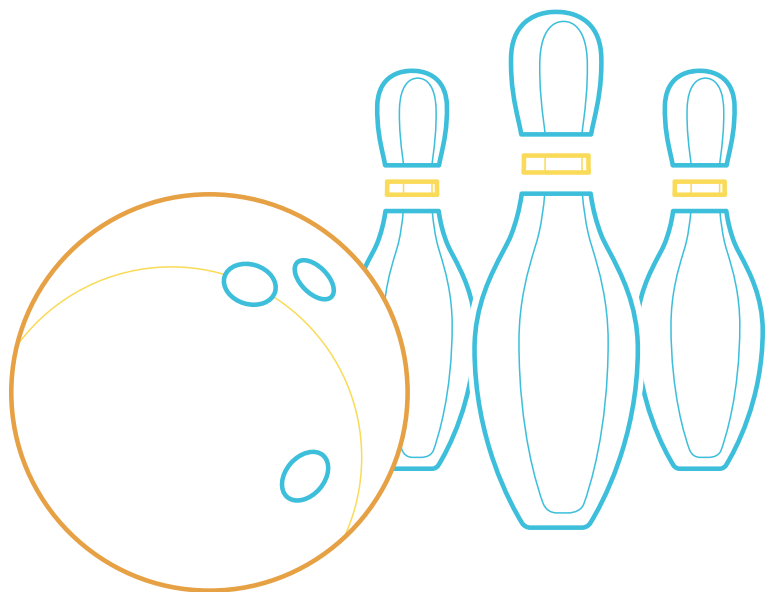


Bowl-A-Thon

Did you know that the United States has a National Bowling Day in August? Bowling is a great way to entertain an entire family while staying inside in the air conditioning and avoiding the summer heat.

The Premise:

Your nonprofit could partner with a local bowling alley to host a bowl-a-thon in the month of August near National Bowling Day. Try to negotiate a reduced rate to rent the lanes at the bowling alley and a portion of food sales that night. Set up a peer-to-peer fundraising event and have supporters recruit their family and friends to sponsor their bowling performance.



Registrants can pay a set fee to bowl one game. The participant with the best score at the end of the night wins a prize for being the best bowler. If bowlers are unhappy with their score, they can pay to erase a frame and re-bowl it (but place a limit on the number of times bowlers can pay to redo their frames and improve their score).

Your nonprofit can also include a prize for the top fundraiser at the event.

Add-Ons:

Like the kickball tournament, you'll want to have a charismatic volunteer from your organization act as a commentator throughout the event. This person should also publicly thank the bowling alley for hosting the event. Encourage participants to order food and drinks if your nonprofit will earn a portion of sales. Emphasizing your relationship with the venue will not only earn your nonprofit more money from food sales, it'll also create good will between your nonprofit and the business owner with whom you've partnered. They may be more inclined to host this event again in the future.

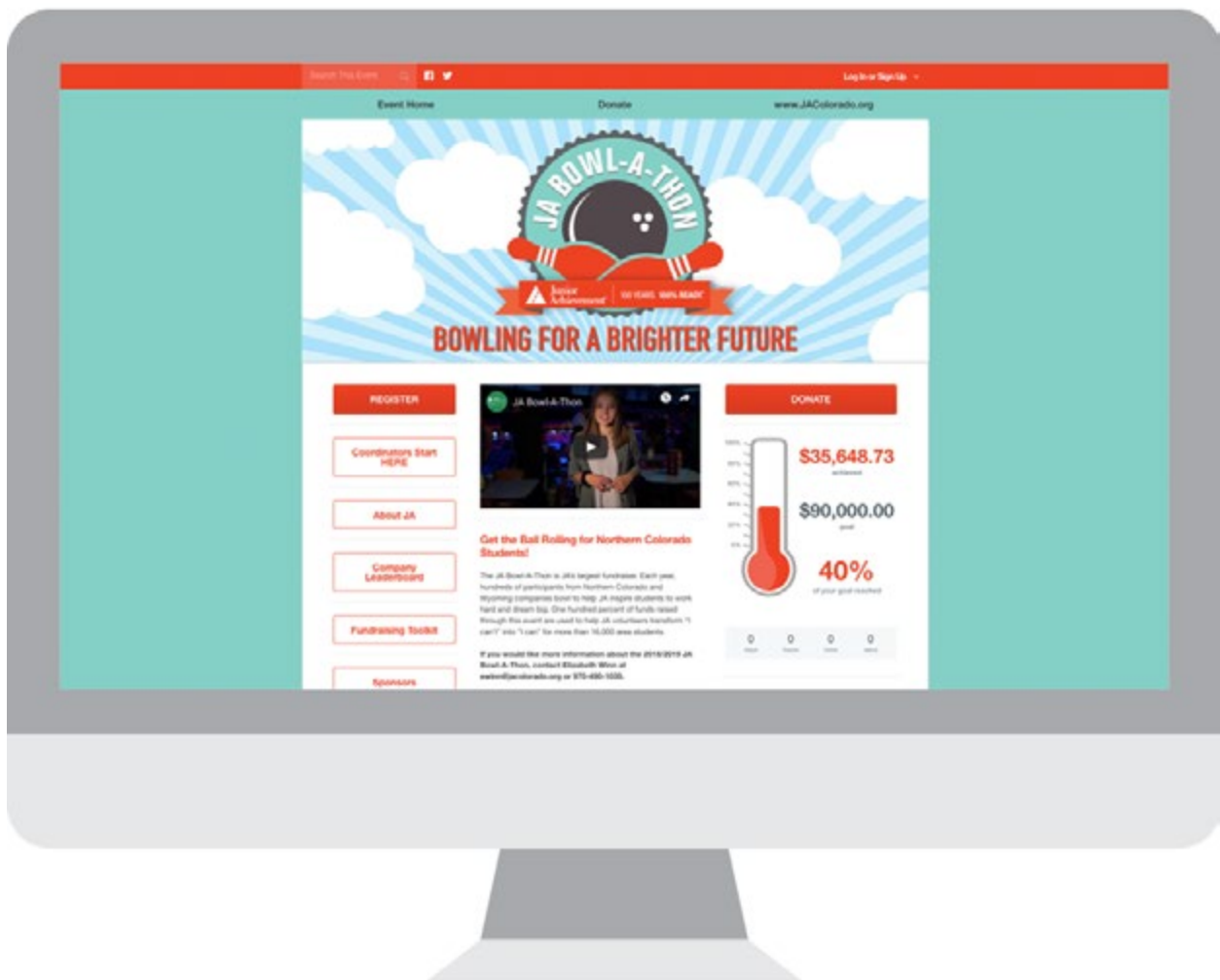
There may be a lot of waiting around at this event. Take advantage of downtime by having a silent auction on-site.

Featured Qgiv Customer Events

Junior Achievement Bowl-a-Thons and Nemours Children's Health Systems "Hear We Go!" 5K and Family Fun Day

Junior Achievement Bowl-a-Thons

Junior Achievement teaches kids about money management and how business works. The organization prepares children to become successful adults. Junior Achievement Areas get a huge portion of their funds from hosting bowl-a-thons, and participants support the valuable programming provided by this organization. The bowl-a-thons raise significant funding by providing an entertaining activity that is family friendly and team-based. JA areas set up peer-to-peer fundraising pages, brand them, and make them easily shareable.



Nemours Children's Health System's "Hear We Go!" 5K and Family Fun Day

The Nemours Children's Health System is a nonprofit pediatric healthcare provider that provides life-changing medical care and conducts meaningful research into pediatric diseases to help kids grow up healthy and happy. They created the Hear We Go 5K and Family Fun Day event to raise money to support clinical and research programs related to hearing loss and hearing conservation in children in their community.

Their event page is set up with a thermometer to help registrants track their goals. The event planner posted the order of events for the 5K and Family Fun Day and prepared all the information interested people need to get signed up and fundraising. They're planning for a little healthy competition by including an Event Leaderboard that will show the top fundraising teams and individuals.

What really sets their event page apart, though, is the touching story they shared about a child who benefitted from the hearing research and treatments provided by Nemours Children's Health System. [Take a look at their event page to see how they tailored their event page design to their story.](#)

Peer-to-peer fundraisers can really help your nonprofit reach its fundraising goals. Want to host a more successful peer-to-peer fundraiser? [Check out our blog post to learn how to use your team captains as your fundraising secret weapons.](#) Need another way to boost your peer-to-peer fundraising efforts? [Here are our tips on how to incorporate matching gifts into your P2P events.](#)

The screenshot shows the event page for "The 11th Annual 'Hear We Go!' 5K and Family Fun Day" on Sunday, May 5, 2019. The page features a navigation bar with links for Event Page, Register, Search and Donate, Sponsors, Team Leaderboard, Participant Leaderboard, News, and Race Results. A large banner at the top right shows a young girl with glasses looking up. Below the banner, a thermometer indicates that \$2,560.00 has been raised out of a \$30,000.00 goal, with 9% of the goal raised. A progress bar shows 40 days, 22 hours, 15 mins, and 11 secs remaining. A "Details Now" button and a "Register For This Event" button are visible. An "Event Leaderboard" section shows individual fundraising amounts, with the top five being: Anika Morris (\$1,000.00 raised), Anika Morris (\$175.00 raised), Katy Swan (\$104.00 raised), Steffy Warriner (\$100.00 raised), and Anjal Poojinger (\$10.00 raised). A "Volunteer" button is also present. A "Share on Facebook" and "Share on Twitter" button is at the bottom. A "Our Newest Participants" section shows a grid of team fundraising amounts: Mehler Walls (\$5.00 raised), Ashley Sanchez-Huffman (\$5.00 raised), Jeff White (\$5.00 raised), Cassie White (\$5.00 raised), Chantelle Paskolon (\$5.00 raised), and Jane Paskolon (\$5.00 raised). The page is powered by Peer-to-Peer Fundraising and features the Cgiving logo.

Fall

Fall weather may bring a little chill, but it's a beautiful time of year that lends itself to both indoor and outdoor events. Your nonprofit has a lot of options when it comes to fundraising events in the fall season.

Outdoor Ideas

Craft Beer and Wine Festival

If your area has any craft breweries and/or wineries, recruit them to provide beer and wine samples to attendees at this Oktoberfest-style tasting event.

The Premise:

Admit attendees and offer unlimited samples with paid admission. You'll want to have your own branded sample glasses for event attendees to make sure craft beer and wine providers can easily tell who to serve and who not to serve. Check attendee IDs at the entrance and give guests that are of age a wristband and branded glass to indicate they've been checked. Designated drivers can enter for a reduced fee and have unlimited access to soft drinks or water.

Host the event in October and give it a cute name that reflects what your nonprofit is known for. You'll need to check with state and local authorities for permitting requirements at events where alcohol is served. Give yourself plenty of time to have all required event permits ahead of the event. It's best to start the permitting process in September ahead of the event.

Recruiting craft beer and wine providers can be tricky. They need to know well ahead of time, and recruiting breweries to provide samples in October is difficult as it is a big month for breweries. However, difficult does not mean impossible. Start your recruitment



efforts at least three months ahead of time. Submit requests to breweries directly, but don't forget to research local distributors and submit requests to them as well.

A personal connection with local breweries is best. Try to set up an in-person meeting to discuss your request and provide breweries with an idea of the recognition and benefits you can provide them. From a business point of view, the brewery must get something out of supporting your nonprofit with free samples. Think of what your organization has to offer that sets you apart from other organizations and marketing opportunities and create polished marketing materials that highlight your unique offer.

In addition to breweries and wineries offering samples at your event, you'll want to make your event entertaining in other ways. Hire local musicians or a DJ to bring your event to life with lively music. You may also want to consider encouraging attendees to carpool home with designated drivers or to find rides from Uber, Lyft, or local taxi companies.

Add-Ons:

Host a silent auction with alcohol-themed gift baskets at your event. You may also want to create carnival games for attendees to entertain themselves with. You can charge a fee to participate in the games and provide prizes like a full-size bottle or can of craft beer.

This event can attract several vendors. Charge a vendor registration fee and recruit a variety of food and drink vendors (but make sure they don't serve their own alcohol and undermine your breweries and wineries).



Haunted Attraction

Hosting your own haunted house or creating a haunted trail walk/ride can provide crucial funds to your nonprofit while capitalizing on the spirit of Halloween. The best part of having your own haunted attraction is that you can hold it multiple nights for revenue all October!

The Premise:

Set up a community haunted attraction. Having the event inside may prove to be difficult because of fire code limitations, but a spooky walking trail or wagon ride through a "haunted forest" is a great way to draw attention to your nonprofit in the weeks leading up to Halloween. Recruit volunteers from area high schools and colleges. Students will want their friends and family to participate in an undertaking they are proud to be part of. This will bring family and friends out in support of your haunted attraction fundraiser. Keep costs low by having people in the community lend your organization props and have those who are playing characters come up with their own spooky costumes (with final approval from the organization).

You can make your haunted attraction themed and change up the theme each year to keep it fresh. You'll have to take into consideration which type of haunted attraction your nonprofit wants to make. Are you going to be kid-friendly or go the scary route and admit only teens and adults?

Add-Ons:

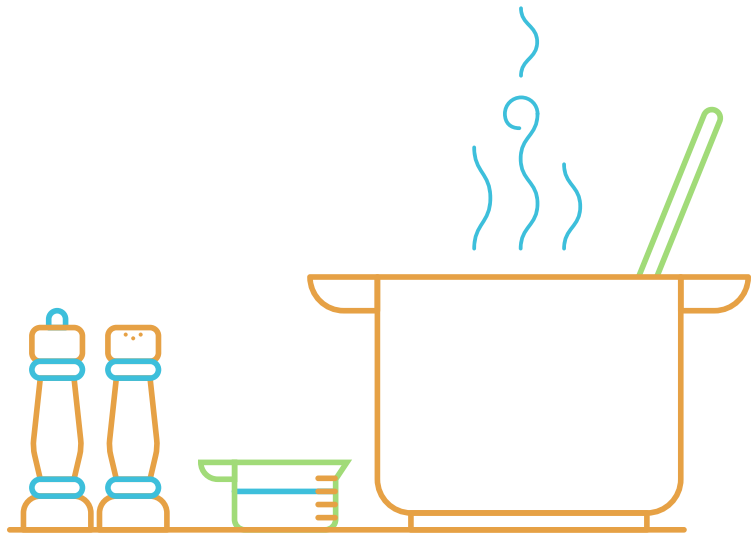
You have lots of options to make additional money after your guests have traveled through your event. Have the event end at a bonfire. Sell s'more-making supplies and hot cocoa and allow your guests to casually chat about your event and make memories. You may not make a ton of money, but guests making great memories will bring them back next Halloween.

Indoor Ideas



Cooking Classes

In the weeks leading up to Thanksgiving, hire a local chef or caterer who is known for their high quality, delicious food to teach a cooking class to event attendees.



The Premise:

You want to teach your attendees to make an upscale dish to bring to Thanksgiving. Charge a registration fee that offsets the cost of supplies and the fee charged by your celebrity chef. Make sure the cost of the ticket also factors in a donation to your organization.

Advertise the class as a unique way to impress friends and family this year. Provide event attendees with a recipe book that includes the dish they made during the event, but also includes new ideas they can try on their own. Let your event attendees take the dish they make home. If the class doesn't take much time, it may be worthwhile to host several classes on the same day in different time slots—just make sure you leave yourself enough time between classes for cleanup and in case a class runs long.

Add-Ons:

As a bonus to event attendees, you could host a post-class Q&A with your chef to answer event attendees' holiday meal prep questions. This adds a little extra value for attendees and can make it so your event becomes a valuable resource worthy of attending each year.



Sell Thank-You Cards

Starting in October, people begin to start making plans for the winter holidays. A big part of that is finding unique cards to send to family and friends. Your organization can offer great greeting and thank-you cards themed around your organization's mission.

The Premise:

Have your nonprofit's creative team create cute thank-you and greeting cards with differing themes (but make them inclusive of your mission) that you can sell in packs to those who want a unique thank-you card ahead of the holidays.

Set up a shop online for people to buy your cards. Just make sure you charge a little extra to cover any shipping costs your organization will need to pay to ship them. You can also sell them at local events and have them for sale on-site at your organization's locations.

Add-Ons:

If your creative team has the time and talent to customize cards for families, host a family photo shoot for the community and turn their family holiday photos into greeting and thank-you cards for them to purchase at a higher rate than the non-family options available online. Many families do this themselves during the holidays and find it difficult. Making this easy adds a lot of value that your organization can profit from by charging for the work.

Featured Qgiv Customer Events

Camp Fire Sunshine Council's Buckingham Terror and Humane Society of the Pikes Peak Region's Pawtoberfest

Camp Fire Sunshine Council's Buckingham Terror

Buckingham Terror is the longest-running haunted house event in Polk County, Florida. Now in its 18th year, this annual attraction provides family-friendly fun for thirteen nights in October. The event gives teens the opportunity to dress up as creepy characters and practice their scaring skills. The actors are even trained in workshops held each spring ahead of the frightening festivities.

Each year has a new, spooky theme that keeps the event fresh and builds anticipation in annual eventgoers. [Their event page](#) is successful because it's kept up all year long to recruit new volunteers, announce workshop dates in preparation for the event, and share event pictures and details. The text on the page captures the spirit of Halloween with horror-themed puns that make it a delight to read about the event.



Humane Society of the Pike's Peak Region's Pawtoberfest

When October comes around each year, many of us think of the tradition of Oktoberfest, which is a German autumn festival celebrated by drinking beer. The folks at Humane Society of the Pike's Peak Region took inspiration from this tradition and created Pawtoberfest, a festival celebrating beer and man's best friend.

Their fundraiser offers craft beer and spirits sampling, a two-mile dog walk, an agility demonstration, and more pet and kid-friendly activities. With admission, adults receive a branded sampling glass and event t-shirt. To get animal lovers and craft beer enthusiasts excited about Pawtoberfest ahead of the event, Humane Society of the Pikes Peak Region partnered with local breweries to create Happy Tails Happy Hours all summer leading up to the event. \$1.00 of every craft beer sold during Happy Tails Happy Hour went to the Humane Society to care for the animals in their care.

The event page is successful because of their use of rotating event images, a video message, and a goal thermometer. The event page is organized into different sections to make navigating the event page and finding specific event information simple. They use a cute banner image that matches the design of the event t-shirt. The page is thoughtfully designed and even includes some German text thanking their donors – a clear nod toward their Oktoberfest inspiration.

Fall is a prime time to host fundraising events. But, even the best ideas can fall short of fundraising goals if they aren't executed well. [Here are our tips on how to run your fall fundraising events smoothly.](#)



Conclusion

The best fundraising events are the ones that speak to your supporters and make them want to give. Sometimes, what works best is a fresh idea that you haven't used before or an event that gets the community excited about a certain season. You know what your supporters enjoy most, so put your creativity to work and make some seasonal events that leave your community coming back out to support your organization multiple times a year.

If you're feeling inspired and you're ready to get started with peer-to-peer fundraising, [head to Qgiv's website to learn more and request a demo!](#)

Happy Fundraising!

