



Fundraising Ideas

Here are some fundraising ideas for a successful and fun fundraising campaign!

Feel free to add the Calcutta Run email signature, linking your signature to your individual or firm [idonate.ie](https://www.idonate.ie) page.



Organisational

- Identify a '**Firm Rep**' to promote the event in your firm. Provide senior level support to the rep.
- Nominate a '**Department Ambassador**' (department Head or Partner) to promote the run in their department.
- Create a **committee** to organise fundraising ideas.
- Register a **firm team** on the Calcutta Run registration page.
- Set a **fundraising target** for your firm
- A total of monies raised by staff through sponsorship, fundraising events, firm donations
- The Firm either covers the participant's full sponsorship amount or 50%, requesting that the participant matches the amount.
- Make a firm donation to Calcutta Run
- Promote **intra-department competition** – see who can sign up the most participants.
- Sponsor branded **firm t-shirts** for participants.
- Participate in the '**Firm Team Challenge**' as a runner or walker.
- Use the official '**Calcutta Run Supporter Firm**' footer on the firm's correspondence and emails and highlight your involvement on your website.
- **Weekly communications** – emails, electronic signage and messaging.
- Ask your clients and suppliers for support.

Events

- Encourage staff to organise a **fundraising event** on the Calcutta Run **Official Fundraising Day**; Thursday 4 May 2023
- Firm-wide **table-quiz** in the cafeteria or local pub.
- Monthly **Dress down days** (throw €2-4 in to a bucket per floor. Set an all-staff calendar reminder).
- Organise a **Sign-up desk** on particular days with a Calcutta Run Supporter Firm pack
- Arrange a **fun office day** – bike smoothie makers, fitness corner with a local gym, human futsal.
- Arrange a **department bake-off** and secure a jury (bring in a TV chef!). Or simply organise a bake-sale or coffee-morning.
- Organise a **raffle** (ask your firm service providers, network and clients for prize donations).
- **8-week lunch-time training** – ask a few runners to rotate taking people out on a 1, 2, 3, 4 and 5k run, building up to 5k over 8 weeks .
- Enter a team in to the Calcutta Run **tag rugby or golf tournament**.

Incentives:

- Arrange **internal team challenges/prizes/medals** competitions.
- Incentive to sign up and more importantly, to participate.
- **Top 3 fundraisers** receive a **day's annual leave**.
- Participants with **best times** receive a **day's annual leave**.
- All participants who take part are **entered in to a draw** to receive a day's annual leave.
- **Beat the boss** (can you beat your department head's time?) and receive a half-day.

Virtual

For nationwide events and to include staff who are working virtually and regionally, consider organising one of the following events:

- **Online Pub Quiz** – Offer prizes.
- **Virtual Book Club**
- **Webinar or Workshop** – Host a webinar to educate and keep a group up to date. Invite friends, clients and suppliers and ask them to donate to your idonate.ie individual or firm page.
- **Online Bingo** – organise for family/friends or a fun firm-wide online bingo night!

Funds raised by online fundraising events can be added directly to your individual or firm fundraising page on idonate.ie. Simply send the link to all involved!