

# FUNDRAISING IDEAS



You can do pretty much anything to raise money for The Water Project. Whether you are an artist, cattle rancher, painter, high school student or something completely different, we are quite sure that at least one of these suggestions will appeal to you. Or you are welcome to create your own fundraiser. These are just some of our favorite ideas.

## ORGANIZE A WATER CHALLENGE

In this ready-to-go fundraiser, you and your group give up all beverages except water for two weeks. At the end of the two weeks, you donate the money you would have spent on drinks to The Water Project. We'll even send your group FREE wristbands and link you to resources and videos to help spread the word! This is by far our most popular (and easy!) way to raise money. Check out the details, and get started by [clicking here](#).



## HOST A TEE SHIRT DESIGN CONTEST AND SALE

Have a contest for members of your group to design a tee shirt to promote your group's water project. Have the winning design printed at a local tee shirt shop. (Tell them it's for a fundraiser and they might even give you a discount.) Sell the shirts to raise money for clean water projects. We'll even loan you our logo to use in your designs. Or, sell a tee shirt to commemorate an upcoming event at your school, like prom, graduation, the big game or a community event.

## RACE FOR WATER

A little friendly competition is great for fundraisers! Host a 5K and raise money for clean water or rent out the local community pool and make it a swim meet! Get local businesses to donate prizes, charge an entrance fee and start training! Download our brochures from our Media Kit – or make your own - to pass out to participants. Grab the Media Kit by [clicking here](#).

## DRINK TASTING

While wine tastings are a fun way for adults to raise funds, kids can also have drink tastings. Ask the local ice cream shop to host a milkshake tasting with all their different flavors. Have a milk allergy? You can try different fruit smoothies or flavored sodas too!

## BAKE SALE

Everyone loves a bake sale! Hold a bake sale at lunchtime, after school/work, at the entrance to your local department store, or during an athletic event (with permission, of course). Let everyone know the proceeds will be donated to clean water projects. Who wouldn't buy a brownie with a reward like that? You can include the bake sale with another fundraising event too!

## REINVENT THE LEMONADE STAND

Get creative! Use fresh or frozen fruit to make different flavors of lemonade. Change it up by including different kinds of iced teas, flavored sodas, milkshakes or smoothies. If your group is all over 21, talk to a mixologist or bartender and make it into a happy hour.

## STAGE A SIT-IN

Sanitation and hygiene programs are a big part of The Water Project's work. Without adequate education on these important concepts, clean water will not be used to its fullest capacity, so we include hygiene and sanitation education in each project! Staging a sit-in like this one will raise awareness, funds, and maybe even a few eyebrows! Clean up an old toilet from a junkyard or see if you can get one donated. Place the toilet in a public space (with permission of course) and have group members take shifts sitting on it. State that you won't leave until you reach your fundraising goal. Have an information table nearby to show how much you've raised and tell people about The Water Project's work. If you're doing an online fundraiser, you can even show a live feed. You don't have to just sit. You can still use your laptop or phone, eat a meal, read a book or watch a movie! When you're done with the sit-in, use the toilet for The Tacky Traveling Toilet fundraiser.

## THE TACKY TRAVELING TOILET

Girls often drop out of school in developing countries when they reach puberty because there aren't any toilets at their schools. Raise awareness of sanitation in this activity where toilets pop up all over town! Paint a toilet your group's colors, or any bright color (you can use an old one or get it donated). You can even plant flowers in the basin if you'd like. Tell group members that they can pay to have the toilet placed anywhere they'd like for a day. This can include a local business or someone's house. The group can also sell "insurance" (via making a donation to your fundraising page) to ensure that the toilet will not be delivered to their home or business. The recipient must pay to have the toilet removed and can choose who the toilet gets passed on to, provided the other person hasn't bought insurance. If someone decides to be a "potty pooper" the group should remove the toilet for no cost.



## CHANGE UP THE UNIFORM

Get permission from whoever sets your school or work dress code to hold either a dress up day or a dress down day. Charge money to ditch the dress code and wear a fun costume or dress down in more casual clothes or shoes. Either way, you are a walking advertisement for

The Water Project! When other people ask why you are dressed up/dressed down, tell them about the need for clean water in the developing world. Try coupling this fundraiser with the Tee Shirt Design Contest!

## HOST A WATER PARTY

Invite a group of friends and family members to your house to watch some water related movies. The content can range from mermaids and lost fish to shark attacks and sea monsters. Serve sushi, try anchovy pizza or munch on candy fish. Between feature films, show some of The Water Project's [videos](#). Display bottles of dirty drinking water and statistics on the world water crisis. At the end of the night, collect money for a water project. Or, you can make it a party to kick off a Water Challenge.

## COW PIE BINGO

Raising money for water and sanitation programs makes this type of event completely relevant! Divide a fenced-in field or yard into smaller squares at least 1' by 1' and number each with chalk or spray paint. Sell the squares for a few dollars each. Then let a well-fed cow or other animal into the field. The square where the animal "makes their deposit" is the winner. Make sure to have pre-determined rules in case a pie lands on a line. The prize can be a set cash amount, a prize, or a percentage of the total squares sold. You'll want to keep people entertained while the animal chooses its spot, so try combining this fundraiser with another like a Talent Show. Of course, with any event a concession stand is great so couple this with Re-inventing the Lemonade Stand or a Bake Sale. Don't forget to make whoopie pies!

## DANCE FOR WATER

Does your school, church or civic group have an upcoming dance? Make it a water dance! Decorate with water-themed posters, display bottles of dirty water and pictures of happy children playing in clean water (available from our site). Go all out and use a playlist focused on water where water (or rain, waves, lakes, etc.) is mentioned in each of the songs' lyrics, is part of the band's name, in the song title or name of the album. Charge admission and donate the profits to The Water Project! Or make it a dance-a-thon and have people sponsor you by the hour. Want to raise even more money? Have a drink stand to keep everyone hydrated and donate those profits too!

## EXPERIENCE THE "WALK FOR WATER"

In the developing world many people have to walk many miles to find clean water. This takes up the time that they should be in school or working. Talk with your organization's leadership to see if you can organize a "walk for water" during school or work hours or during a weekend. Friends and family members can sponsor your walk to raise money for clean water projects. For even more of a challenge, try carrying jugs of water on your walk - and of course, don't forget to invite local media to cover the event. We have more downloadable resources to help you organize a Walk For Water on our website! Check them out at [online resource center](#).

## OPEN AN ART GALLERY

Use artwork from friends, students, or coworkers and charge admission. Make it about water and sanitation by only using watercolors and framing the pieces with toilet seats. You can post the artist's name and picture or the title of the painting on the bottom of the lid. Show how important clean water is by painting the picture twice, once with clean water and the second time with dirty water.

## HOST A TALENT SHOW

Can you sing, dance, act or play an instrument? Put that talent to good use by organizing a community talent show at your school, church, or office. Get the word out, recruit performers, charge an admission fee, and perform. Be sure to let your audience know all about The Water Project and the need for clean water around the world!



## DONATE YOUR TIME

Do something you would normally get paid to do. Use your carpentry, accounting, or landscaping skills to help other people. Offer makeovers or manicures. You might even be able to help at a larger event by selling concessions or parking cars. No matter what you do, think about donating a portion or all of your profits to The Water Project.\*

\* Need help organizing your fundraising efforts or looking for more resources? Check out our resource area, [myWaterProject](#), or in our [online resource center](#). Don't forget to promote your events through social media on Facebook, Twitter and even Pinterest!