Alternative Fundraising ABCs

For more than six decades, the National Kidney Foundation (NKF) has been making a difference in the lives of individuals living with kidney disease and their families because of the dedication and support of volunteers like you. Below you’ll find fundraising ideas to help your team reach your Kidney Walk goal. These are just a handful of our favorite ideas – but the only limit is your creativity! Happy FUN-draising!

A

App – Download the Kidney Walk app to take your fundraising on the go. From the app, you can send emails, post on social media and thank your donors. Plus – new in 2020 – you can use the app to track your steps! Available for iPhone and Android devices.

B

“Boss for a day” – Have your co-workers bid on being the boss for the day – highest bidder wins! Make sure you have the boss’ approval first though 😊

“Brown Bag Lunch” – Encourage your co-workers to join a video conference at lunchtime to learn about your Walk Team and ask them to donate what they would have spent on lunch to the team’s fundraising total!

C

Concert – Sign up local bands to do a benefit concert over Zoom. Encourage amateur bands from your neighborhoods to showcase their music while helping those in your community affected by kidney disease.

D

“Cans for Cash” – Get you entire team involved and help keep our world green. Set up a collection place, like your local church or school and encourage your friends and neighbors to bring you their soda cans to be recycled. You and your team can recycle the cans and use the money towards your team’s total.

Dance – Host a Zoom dance for your community! Ask a friend to DJ and invite all your friends and followers to join. Proceeds from the dance can help support your team’s total.

Dinners – Host a cooking class or virtual dinner party over Zoom. Give everyone the ingredient list beforehand and cook something delicious together. Include some other kind of entertainment (comedy, music, magic) and a theme to make it a great night in.
Executive Challenge – Have your CEO challenge your co-workers in their fundraising efforts. For example, for every registered walker at your company who raises $200, have your CEO add in $100 or match it!

Facebook Fundraiser – Create a Facebook Fundraiser from your Participant Center. It is the easiest way to share your Kidney Walk fundraiser with all your followers. Any donations made on Facebook will sync to your Walk page.

Get Creative – Encourage your team members to come up with creative ideas to help raise money for Kidney Walk.

Kidney Cars – Donate your old car to our Kidney Cars program and have it count towards your Kidney Walk fundraising. Visit https://www.kidney.org/support/kidneycars.

Lawn Care – Offer to mow someone’s lawn and donate the money they give you to your team’s total.

Matching Gifts – Check to see if your company will match the amount you donate to the team’s total by visiting www.kidney.org/matchinggifts.

Raffles – Have a local business donate some fun prizes and raffle them off at work. *Please be sure to check with your state/county’s gaming laws.

Talent Show – Gather the local neighborhood kids and host a talent show on Zoom. Charge a small entrance fee for everyone to login and see the local talent.

Trivia Night – Get your friends and family on Zoom to test their smarts and raise some funds. Charge a small entry fee and let the best team win!

Vacation Day – Ask your boss to give a vacation day to the highest fundraiser on your team.