



Beyond the Bake Sale:: 100 Innovative Fundraising Ideas for Nonprofits

Missy Loewe, David R. Mould

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Everyone knows the fund-raising value of traditional bake sales and car washes, which work well for many groups, but getting more attention (including newspapers, TV and radio), requires giving your volunteers and staff more to work with. To raise more money, you need new, fresh and fun ideas. This book lists 100. Many will suit your group perfectly. For others, you might choose one idea and add elements from another to make it fit your needs, or you might combine a few for a super-sized event. The goal is to get your organization excited about new, fun ways to raise money. Take this book, “cut and paste” ideas into other ideas, try the same event with different themes, and make fund-raising something your supporters look forward to, rather than something they dread. Making money is fun and rewarding, especially if it gets the community involved. Good luck in your endeavors!

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