

# Walk the World's A to Z of Fundraising Ideas



From Abseiling to Zumbathons, Walk the World's A to Z of Fundraising Ideas is packed with fun and useful suggestions to help reach the target of raising £250,000 for dozens of charities. Visit [walktheworld.informa.com](http://walktheworld.informa.com) or contact the team at [walktheworld@informa.com](mailto:walktheworld@informa.com) for more information.

 Abseiling	 Breakfast Snack shop	 Charity Birthday
 Dance contest	 Exercise classes	 Film screening
 Games night	 Hiking challenge	 Ice Cream Social
 Jeans at work day	 Karaoke competition	 Lunch and Learn
 Magic show	 Name the baby	 Origami workshop
 Preloved books sale	 Quiz social	 Rewind party
 Swap shop	 Trivia night	 Ugly sweater day
 Veggie/vegan night	 Walk to work	 Xtra change pots
 Yoga with pets	 Zumba-thon	

2019 FUNDRIASING  
PERIOD

NOW- 30 JUNE



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## Top Tips

- ✓ Always keep colleagues safe- check for risks, allergens and potential hazards
- ✓ Always check local regulations before planning activities
- ✓ If you have collected *cash* donations during the WTW period, please log your donation [here](#) for the WTW team to add this to the WTW website.
- ✓ If you are unsure about your fundraising activity or collected donations contact the WTW team at [walktheworld@informa.com](mailto:walktheworld@informa.com)

## A

### Abseiling

Not for the faint hearted! Arrange this adventurous office trip and sponsor colleagues for their brave efforts. A great option to get plenty of support through donations and gain a real sense of achievement too! Follow in the footsteps of our Colchester office who are abseiling for charity this summer!

### Afternoon Tea

Bring out your favourite floral tea-cups and get decorating with lace doilies, tablecloths and colourful bunting. Your Afternoon Tea party could offer a selection of teas, bite-sized sandwiches, scones and cakes. Even better outside in good weather with picnic blankets and homemade lemonade. Ask everyone to donate food or bring drinks in to sell and all the proceeds can go to your charity.

### Aquarium visit

Go back to the good old days of school trips by visiting the aquarium! Ask everyone to donate to attend and spend time with your colleagues while learning about the world under the sea and raising money!

### Auction

Hold an auction with donated items to raise money for your charity. Source donations and prizes from your community, local establishments, anyone you know that works in a different industry to donate prizes and people bid on them to win.



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As an alternative you can host a “Skills auction” – Really good at sewing? Fantastic illustrator? Excellent Organisational skills? Auction your skill off to the highest bidder and offer a few hours of your services to the winner.

### B

#### [Breakfast Snack Shop/ Bagel Thursdays](#)

Make this a weekly office treat - each week a different department can run a breakfast shop, providing bagels or other breakfast delights for the office and all the proceeds go towards your charity. Each item will be cheaper than your usual breakfast stop during your commute and you'll eat together while raising money!

#### [Bake Sale](#)

Bring the ‘Great British Bake Off’ to the office. Set up a bake sale in your office café and pick a discerning member of staff or two to judge the entries. Sell each slice of cake for a welcome donation and you'll quickly add to your fundraising total.

#### [Beach Clean-up](#)

If you are lucky enough to live near a beach, plan a weekend beach clean-up! Contribute to your local community, keeping our oceans and beaches clean, have fun with your colleagues and ask for sponsorship so that you can raise money all at the same time. You can ask people to pledge a suitable amount of money for every ¼ mile of beach that is cleaned or on time spent cleaning up the beach. Stay safe by using protective clothing.

#### [BBQ Cook-Out](#)

Find a suitable location if your office is not appropriate and throw an evening or weekend BBQ cook out. Ask everyone to contribute an item of food, make sure you communicate before so that you have all the bases covered – meat and veggies for the BBQ, sides, salads, bread, sauces, desserts. Sell each item for an appropriate amount and donate all the proceeds to your charity while socialising with your colleagues. This is a lovely way to include family and friends as well!



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## C

### Charity Birthday

Instead of buying everyone in the office a birthday card or present, put the money that would have been spent into a donation under the birthday person's name. This way you are contributing to their individual total, getting them closer to that extra day of annual leave whilst also donating to charity.

### Car Wash

Set up a car wash station in the car park at your office and spend the day washing and polishing. You can take shifts so that a few people work an hour each on the car wash and everyone who brings their car along for a wash pays an amount of money to your charity.

### Clothes Swap

Hold a clothes swap in the office, everyone brings in clothes they no longer wear and you either charge a small entry fee and/or an amount for each item exchanged.

### Choir

Ever thought about starting a choir? Studies show that choral singing improves our mood, with a decrease in stress, depression and anxiety. These effects are often attributed to the deeper breathing associated with singing, that is also used in meditation. These benefits are enhanced in a group setting, compared to singing alone – combine these brilliant benefits with also raising money for your charity by meeting at lunch times in the office to rehearse and then you can hold a concert for which you sell tickets to raise money for your charity.

## D

### Double Denim Day

Already have dress down Friday in the office? (Or even if you don't) why not hold one with a theme and everyone pays £2/\$5 to participate.



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## [Dance Competition](#)

A fun way to socialise and get to know each other while raising money for your charity. Hold a dance social, pick a theme (Ballroom, Latin, DISCO?!) and either in teams or pairs come up with a routine which will be judged either internally by your most experienced dancers or get in touch with any local dancers in your area to get a professional point of view. Charge people for their ticket entry and sell drinks and snacks, all the proceeds of which can go to charity. This means you can turn up to watch/ have a solo boogie on the dance floor even if you don't complete.

## [Dance classes](#)

In the run up to this (or even without hosting a competition) you could get these local dancers (or anyone with the skills in the office) to hold lunch time dance classes to help you with your entries. Find a suitable room in the office and charge everyone a few \$/£ to take part in the class.

## E

### [Exercise Classes](#)

Is anyone in your office a fitness fanatic? Trained yoga instructor or experienced member of a sports team? Set up lunch time or evening classes in your office and charge a fee to take part which goes to your charity. You don't need to have an expert in the office to take part, there are so many amazing online classes you can take, set up a room with a projector and stream an online class together as a group! This of course will not only help with your fundraising total but will help you get in shape for your walk!

### [Easter Egg Hunt](#)

With Easter during the WTW fundraising period, why not host an Easter egg hunt and invite friends and family along to join in (young or old!) Charge an entrance fee to raise money for your charity.

### [Entertainment evening](#)

Does anyone in your office have a special skill or party trick? Why not host an evening of entertainment in your office? Sell tickets to raise money for your charity and ask anyone



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who wants to perform their “act”. Anything from juggling; singing; stand-up comedy; poetry readings; cookery demonstrations; magic tricks; whatever you have to offer to provide a fun evening of entertainment for your whole office.

## F

### Film Screening

Pick a popular film and set up a screening in a large meeting room in the office, provide comfy seating and sell snacks and drinks as well as a small ticket fee to watch the film. All the profits can go to your charity.

### Fun Fair

Host a summer fun fair with stalls and games, get people to get involved by coming up with their own stall or game idea that they provide on the day. Everyone pays an entrance fee and then a small fee to play each game and for sale of food and drink.

## G

### Games Night

Host a fun games night in the office, pick teams and play competitively to win donated prizes. Charge a participation fee that goes towards the charity,

### Garden party

Host a garden party, set up stalls selling fresh lemonade, ice lollies and baked goods. Provide garden games and get everyone together for a day of fundraising fun. Charge everyone an entry fee and then proceeds from the sale of any food drinks can also be included in your donations.

### Guess...

A super simple activity in the office is to fill a jar with something and have a “guess how many”. People pay \$1/£1 to take part and if they guess correctly, they win. For example, guess how many sweets/chocolates/jellybeans in a jar.



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## H

### [Hiking Challenge](#)

Get training for your walks and go on some hikes in your local area. Get people to pledge money based on the distance you hike! Take inspiration from London colleagues who are embracing The Yorkshire Three Peaks Challenge to raise money for WTW.

## I

### [Ice Cream Social](#)

Hot, sunny weather? Hold an ice cream social in your office, charge people to attend and this money can be donated to your charity.

### [Inspiration sessions](#)

Invite local, inspiring people to come to your office to give talks at lunch times or after work, bring your office together and inspire them with interesting and unusual people or topics. Make these events ticketed and the proceeds go to your charity.

## J

### [Jelly and ice cream social](#)

Everybody's favourite childhood dessert! Hold a lunchtime jelly and ice cream social. You could even get competitive with people bringing in their own jellies to sell – best flavours and shapes win a prize. Each portion is sold, and the money raised goes to your charity.

## K

### [Krispy Crème Party](#)

Did you know that 'Krispy Kreme' doughnuts offer a discount if they are being purchased to sell for charity fundraising? You can place your order online and they will be delivered straight to the office. Host a doughnut social to chat with your colleagues and raise money for your charity at the same time.

### [Karaoke](#)

You can hire a karaoke machine for a night and host a party, people pay an entrance fee which is how you can raise money and you can all marvel at each other's talents!



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## L

### [Lemonade stand](#)

Make homemade lemonade to raise money for your charity. A lovely afternoon office treat.

### [Loose change pot](#)

Keep a money jar in the office where people can leave loose change/ left over foreign coins during the year, you'll be surprised how much it adds up to over time.

## M

### [Mud Run](#)

Lots of cities have mud runs that you can take part in if you want to gear up for your walk. Sign up and get people to donate to your WTW page.

## N

### [Neighbourhood Garage Sale](#)

Something you can do as an individual or hold one in the office, a way to let go of all the things at home you no longer use, sending them off to be loved by someone else and raising money for your charity in the process.

## O

### [Origami Workshop](#)

Spend a soothing lunch hour learning how to make Origami with your colleagues. Donate to take part and then keep your finished projects as a badge of honour/ mark of your contribution to your total charity donations.

## P

### [Preloved book sale](#)

Hold a preloved book sale in your office. Gather book donations by placing an advert in the office and host your book sale at lunchtime or in the afternoon, where colleagues can pick up a new book for themselves, a friend or relative! Still have some left-over? How about 2 for a special price, or donate the remaining books to a local charity shop?



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## Q

### [Quiz Night](#)

Host a quiz night social, create teams and then everyone donates to take part.

## R

### [Rewind Party](#)

Have a favourite pop era? Or time period in history? Why not throw a party that rewinds to the past and celebrate in the future! Think 1920's flapper parties, 70's themed disco nights or even a Medieval themed banquet with knights to raise your WTW donations.

### [Recipe Swap](#)

Get people involved by sharing their best/favourite or most treasured recipes. Got a favourite brownie recipe? Or your grandma's famous chilli? Collect some top recipes from around the office and you could even combine them into a book and sell & raise money for your charity.

### [Raffle](#)

Encourage people in the office or your friends and family to donate prizes, you could even ask local business to get involved and donate something. Anything from a taster gym membership to a restaurant dinner, sell the raffle tickets to raise money and hold a social to draw the winners!

## S

### [Swap Shop](#)

Bring in any unwanted items from home, used books, clothes, pots and pans, ornaments – anything! Charge an entrance and/or charge per item and all proceeds go to your charity. A great way to also reduce waste and recycle!

### [Silent Disco](#)

Find a venue or do it in the office. You can hire the system, and everyone can donate for ticket costs to cover the rental fee and charity contribution. With no noise pollution you can have a dance together without disturbing your neighbours!



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## [Sing a long](#)

Screen a musical in your office with the lyrics on display so that everyone can sing along to the biggest hits. This is a great option for those who wouldn't want to get up and sing individually but would happily join in with a group. Charge an entrance fee which goes to your charity.

## T

### [Taste Test](#)

Set up the office kitchen as if you are on 'MasterChef' and perform a taste test. A panel of contestants are blindfolded and handed different ingredients to taste. Enlist a charismatic host and turn it into a competition so that people want to buy tickets to come and watch. Contestants can also raise money by people pledging them a certain amount for each ingredient they guess correctly. Make sure to check allergies beforehand.

## U

### [Ugly Sweater Day](#)

Dust off those old, ugly sweaters (or your favourite ones!) and host a day in the office for everyone to showcase their best efforts! Create a competition with a prize for best jumper.

## V

### [Vegetarian/ Vegan Lunch](#)

Host a vegetarian or vegan lunch in your office café. Ask people to bring in dishes and then all share a lunch together. Everybody contributes what they would usually spend if they purchased their lunch elsewhere.

## W

### [Walk to work](#)

Get practising for the big day and walk to work! Encourage colleagues to donate the amount of money they would have spent on their commute whether it be bus, tube or petrol costs.



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## Wine Tasting

Host a wine tasting evening where everyone who attends brings a bottle to contribute to the tasting and you charge a ticket price which goes to your chosen charity. Learn something while socialising and raising money for your charity.

## X

### Xtra Change pots

It's a stretch, but bear with us! EXtra change pots are an easy and quick addition to any fundraising event you host, either in the office or at a venue. Place some donation boxes in frequently passed-by spots for optimum donation potential!

## Y

### Yoga at lunch

Book a meeting space in the office and hold a lunch time yoga session, either bringing in a teacher, leading the session yourselves or finding an online tutorial. Take donations for participation in order to raise money for your charity.

## Z

### Zumba-thon

Never tried Zumba? Now could be your chance. Book a meeting space in the office and hold a lunch time Zumba class, either bringing in a teacher, leading the session yourselves or finding an online tutorial. Take donations for participation to raise money for your charity.

