Fundraising: 100 ways

(Profits + Publicity) x (A whole lot of fun) = 100 Kiwanis fundraisers

By Amy Wiser

When it comes to fundraising, it's all about the money. Well, it's mostly about the money. Elements of fun, camaraderie, and good publicity also factor into a fundraiser's total net value, adding up to profits that allow clubs to proffer invaluable service.

Following are the details of 100 Kiwanis club fundraisers:

1. Pan Flute Concert: The Kiwanis Club of Zurich-Turicum, Switzerland, gathers 306 pan flutists in the Zurich Cathedral for two-sold-out performances.

2. Chili Supper: Kiwanis Club of Portales, New Mexico. The Kiwanians promise to “add a little spice” to residents who partake in the longstanding fundraiser. The club boosts its cash kitty by also selling ad space on placemats and sometimes, by auctioning leftover baked goods. Net: US$1,000-2,000.

3. Art Show: Kiwanis Club of Montgomery, Ohio. For more than 50 years, the club has turned a profit showcasing a host of artists’ work. Artwork includes everything from watercolors to photography to metal sculptures and more. Net: US$6,000.

4. Pumpkin Fair: Kiwanis Club of Manteca-Sunrise, California. The two-day party pays homage to the area's bumper crop: pumpkins. The event features several rock band acts, a carnival, craft and food booths, and a “kids’ zone.” Net: US$48,000.


8. Softball Backstop Net Assembly, Dismantling: Kiwanis Club of Tea Tree Gully, Australia. The Kiwanians are paid to assemble and dismantle softball backstop nets. Net: AUD$1,800.

9. Bimonthly Flea Market: Kiwanis Club of Carefree, Arizona. Known as the “Neiman Marcus” of flea markets, every-other month, the Kiwanians...
set up shop to hawk everything from leather furniture sets to old microwaves to jewelry. All the merchandise is donated from within the community, and because the club owns its own warehouse to store items, overhead is minimal. Net: US$65,000.

10. **Magic of Ireland, Irish Cultural Show**: Kiwanis Club of Penticton, British Columbia. The club charges CAD$23 per ticket and takes a portion of ticket sales for a professional show of musicians performing traditional Irish music and dances. The entertainment includes reels, hornpipes, and jigs; Uillean pipes, flutes, whistles, and violin. Net: CAD$5,000.

11. **Frog Jump and Festival**: Kiwanis Club of Dublin, Ohio. The club sells US$1 race passes to “frog jockeys” hoping to hop their amphibians across the finish line first. That take adds with sponsor contributions. Net: US$9,000.

13. **Brat Days**: Kiwanis Club of Alpine, Rockford, Illinois. It’s not a day to honor spoiled kids but to enjoy savory bratwurst (the club also offers a vegetarian alternative). The Alpine Kiwanians are serious about their brats and stick to selling just the brats, chips, and a drink for US$5. Net: US$54,684.

14. **Gone With the Wind Screening**: Kiwanis clubs of Saginaw, Saginaw Northwest, Saginaw-Thomas Township, and Saginaw, Riverside, Michigan. Working with a historic, refurbished theater, the clubs put classics back on the big screen. Kiwanians sell tickets for US$8, and special seating $20 (which includes popcorn and a drink delivered to the seat). Net: US$8,300.

15. **Cashew Nut Sales**: Kiwanis Club of Antipolo West, Philippines. The club packages and sells the nut delicacy (cashew trees are plentiful in Antipolo). Net: P10,000.

18. **Tiny Tim Tree Festival**: Kiwanis Club of Marshalltown, P.M., Iowa. Community groups compete in Christmas tree decorating, and the public pays US$1 (free for children ages 12 and younger) to admire their handiwork. Usually there are about 60 trees on display, plus crafts and an auction. Chili supper tickets can also be purchased: $4 for adults; $2 for children. Net: US$4,000-$6,000.

19. **Tarde de Perlas (Afternoon of Pearls)**: Kiwanis Club of Las Perlas, Ciudad de Panamá, Panama. The evening pairs the finery of international fashion designer Sara Basson and fine foods prepared by some of Panama’s finest gourmet caterers. Net: PAN$10,000.

20. **Walkathon**: Key Club of Wheatley High School, New York. Breaking all stereotypes of “lazy teenagers,” these young men and women secure city permits, appeal to sponsors and donors to feed the walkers, launch a publicity campaign, and amass a massive turnout of participants. Net: US$16,000.

21. **Feathers for Food**: Kiwanis Club of Lincoln City, Oregon. Area businesses and individuals donate US$10 per feather to have their name printed on feathers adorning five cardboard turkeys displayed around town. The proceeds assist a food pantry in giving holiday turkeys to underprivileged families. Net: US$1,100.

16. **Outdoor Vocal Concert**: Kiwanis Club of Ankara, Turkey. Set in the gardens of the German Embassy, 500 guests drink in the rich arias of two opera artists, backed by a chorus, as well as music from a vocal/piano duo. Most recently, the German Ambassador joined the chorus for a few numbers. Net: TRY$9,529.
23. **Charity Classic 5K and 10K foot race:** Kiwanis Club of Exeter Area, New Hampshire. Twenty-five years in the running, the race benefits Exeter Hospital and has attracted former Olympians. Funds come in from event sponsors and racers’ registration fees. Net: US$4,000.

24. **Concourse D Coliseum Car Show:** Kiwanis Club of Poplar Bluff, Missouri. With everything on display from a 1986 Ford Quadricycle to a restored Ford Mustang Mach1 and a slew of motorcycles and automobiles in between, it proves to be a popular show. Net: US$7,500.

25. **Oysters and Champagne Sales:** Kiwanis Club of Basel-Klingenental, Switzerland. Net: SWFr2,800.

26. **Karlsberghaus Festhallen during Oktoberfest:** Kiwanis Club of Twin Cities, Kitchener, Ontario. During what’s billed as the largest Oktoberfest outside Germany, the club sets up a festhallen (festival hall) selling German food and drink, and hosting live music and dancing. The hall (a hockey arena) packs in 2,000 people per night during the 10-day Oktoberfest. Funds come in from food and beverage sales plus admissions. Net: CAD$50,000.

27. **Live Maine Lobster Sales:** Kiwanis Club of Lynchburg, Virginia. Kiwanians take orders for lobsters, selling them for US$10 each (plus lobster bibs for $1). And talk about fresh: When sales wrapped, members rented a truck, drove to Maine, hauled the lobsters practically out of the sea into coolers, turned around, and delivered them in Virginia. Net: US$4,000.

28. **Memory Walk Brick Sales:** Kiwanis Club of Plymouth, Pennsylvania. To fund a brick pathway around an area monument, the club sold memory bricks for US$40-$130. Net: US$22,000.

29. **Pictionary, Key Clubbers vs. Teachers:** Key Club of Lecanto High School, Florida. The event pits Key Clubbers against teachers. The dueling drawing teams collected pledges and donations from friends. Net: US$300.

30. **Phone Card Sales:** Kiwanis Club of Fort-de-France, Martinique. Partnering with France Télécom, the club sells phone cards, getting a kickback for each sale. The club most recently sold 5,000 cards. Net: 3,000 €.


32. **Salmon Barbecue:** Kiwanis Club of Coos Bay, Oregon. Adults pay US$12; children under age 12 pay $6 to enjoy a meal of fresh, grilled salmon, baked potatoes, coleslaw, bread, ice cream, coffee, and soda in a county park. Especially enticing, the barbecue boasts Chef Wave...
Yong’s “traditional-honored secret basting sauce.” Net: US$8,000.


34. **Magic Show:** Kiwanis Club of Vernon Township, New Jersey. The club works with a magician, publicizing his show and selling tickets. The club receives a percentage of ticket sales. Net: US$1,400.

35. **Charity Duck Race:** Kiwanis Club of Kuala Lumpur, Malaysia. For RM18, participants can “adopt” one of 100,000 rubber ducks to race. The ducks each receive a random number corresponding to a “parent’s” adoption certificate. During the race, the ducks float downriver about two kilometers, and the parent of the first duck to the finish line wins a cash prize. If the winning duck is yellow, the parent receives RM10,000; if it is red, the take is RM1,010,000. Net: RM1,000,000.

36. **Can Tab Collecting/Recycling:** Kiwanis Club of Caveman, Grants Pass, Oregon. The club proves those tiny can tabs can add up to an enormous sum. Net: US$13,000.


39. **Secondhand Boat Fair:** Kiwanis Club of Kristiansand, Norway. Set along a pier, the event hosts maritime product exhibitors and new and used boats. Patrons peruse the exhibits and take the boats (which are for sale) for a test spin. Also featured is a grand-prize drawing for, of course, a boat. Net: 77,000 Norwegian kroner. *(To read a complete story about this fundraiser, click here.)*

37. **Packing Phonebooks in Bags:** Kiwanis Club of Christchurch, New Zealand. Each year, the Kiwanians spend a few evenings in a warehouse stuffing phone books into plastic bags and stacking them in a shipping container. The members then deliver the books to area businesses and homes. Net: NZ$4,000 (annually).

40. **Fashion in Aktion:** Aktion Club of Santa Maria, California. Aktion club members and others strut their stuff on the runway, modeling fashions donated from an area thrift store. The event also includes food, a silent auction, and door prizes. Its proceeds benefit the Vocational Training Center Foundation, which serves people who have disabilities. Patrons buy individual tickets for US$25 or corporate tables for $300. In addition, models can be sponsored for $20, and a silent auction brings in more bucks. Net: US$10,000.

41. **Pillow Fight:** Key Club of Katella High School and Kiwanis Club of Greater Anaheim, California. The clubs charge admission for 700-plus participants to pound each other with pillows. Net: US$20,000.

42. **Outdoor Bazaar:** Kiwanis Club of Pont a Mousson, France. Bargain hunters come out in full force to see what treasure the club’s display
tables hold. Net: 305 € (FRF$2,000).


44. **Celebrity Clowns**: Kiwanis Club of Brampton, Ontario. Donors pay CAD$600 for a celebrity, themselves, or a Kiwanian to dress as a clown and participate in a parade. The clowns may keep their costumes (provided by the club) and are treated to a reception. Net: CAD$25,000.


46. **Miniature Golf Tournament**: Kiwanis Club of Downtown Bartlesville, Oklahoma. A mini-spin on a full-scale golf tournament, this event welcomes teams to pay a registration fee and compete for prizes. The profits benefit a community event. Net: US$1,000-$1,200.


50. **Beachside Tea Room and Snack Hut**: Kiwanis Club of Oak Bay, Victoria, British Columbia. Celebrating its 60th year of operation, the teashop and snack hut is staffed almost entirely by club volunteers. Net: CAD$64,000.

51. **Balloonfest Festivities**: Kiwanis Club of Valparaiso, Indiana. Families enjoy a hot air balloon launch, music, food, and children’s entertainment. Balloonfest is part of the Porter County Expo. The club charges US$8 per carload for admission, and it sells ads in Balloonfest brochures. This year, the Kiwanians have commissioned an original oil painting to be offered as a drawing prize. Posters of the painting also will be sold. Net: US$11,000.

52. **Treasure Hunt** (trivia scavenger hunt): Kiwanis Club of Kuala Lumpur, Malaysia. Armed with a list of clues, participants drive around the city in search of answers and big prizes. Net: RM300,000.


54. **Zozobra Festival**: Kiwanis Club of Santa Fe, New Mexico. Each year the club erects a 50-foot marionette of the fabled Zozobra—otherwise known as “Old Man Gloom.” Crowds pay to watch as Zozobra is set on fire, and his gloom is symbolically incinerated. Net: $75,000-$85,000.

55. **Kiwanis Wyoming County Fair**: Kiwanis Club of Wyoming Area, Pennsylvania. The club sponsors the annual major county event, but it also takes in a profit from its food stand there, selling regional favorites plus fair food standards. Net: US$15,000.

56. **Lake Rotoma Swim**: Kiwanis Club of Whakatane, New Zealand. Aquatic athletes pay to swim across the flooded volcano. Net: NZ$1,111.

57. **Race at the Biltmore Mansion**: Kiwanis Club of Asheville, North Carolina. The gorgeous North Carolina estate setting beckons about 800 runners to a 15-kilometer/5-kilometer footrace across the grounds.


60. **Lewis and Clark Commemorative Coverlet**: Kiwanis Club of Kalispell, Montana. Net: US$18,000.

61. **Tennis Ball Race**: Kiwanis Club of Reading, Ohio. Similar to a duck race, patrons pay to adopt tennis balls, which are unleashed at the top of a hill. The owner of the ball first to the bottom wins a prize. Net: US$5,000.

62. **Kiwanis Slide**: Kiwanis Club of Edmonton, Alberta, and Circle K Club of the University of Alberta. The enormous amusement attraction makes its way to give thrilling rides to festival and carnival-goers. Net: CAD$50,000.


66. **Skipathon**: Key Club of Lakeside Academy, Lachine, Québec. Key Clubbers, who established the event, encourage elementary school children to participate, and they supervise the young rope-skippers. Participants take monetary pledges for their efforts. Net: CAD$4,870.


68. **Golf Tournament**: Kiwanis Club of Basel Merian, Switzerland. The fundraiser includes the usual golf tournament perks of prizes for participants—plus stations for hot refreshments along the course. Net: SWfr15,000.

69. **Soup and Dessert Luncheon**: Kiwanis Club of Slayton, Minnesota. Adults pay US$6 (children age three and younger eat free) for the annual lunch, benefiting the Children’s Miracle Network. Net: US$1,600.


71. **Televisioned Auction**: Kiwanis Club of Fort Frances, Ontario. Prior to the auction, the club takes out ad space in a newspaper to previews to the public items up for bid. The one-day auction gets the bidding going on gift certificates, electronics, and even a fishing trip/airfare package. Net: CAD$11,000-$14,000.

72. **Summer Fun Evening (and White Elephant Auction)**: Kiwanis Club of La Canada, California. The Kiwanians gather at a member’s house for a casual, social evening. Festivities include a white elephant auction, where, as an ongoing gag, one of the auction items an unsuspecting bidder will win is an oversize catfish. Net: US$7,000.


74. **“Try to Remember” Concert**: Kiwanis Club of Tryon, North Carolina. Andy Millard’s dream to sing Sinatra-era standards for a crowd becomes reality when the Kiwanian headlines the show. Ticket price is US$8, and an intermission bake sale further boosts profits. Net: US$3,000.
75. **Ribbons of Hope Sales**: Builders Club of Bloomington, Indiana. Part of the club’s efforts to provide funds for Hurricane Katrina victims, the club makes and sells ribbons to wear during a commemorative day. Net: US$2,000.

76. **“Truck on Ice,” Suburban Sink**: Kiwanis Club of Janesville/Blackhawk Golden K, Wisconsin. The club pieces together a General Motors Suburban from parts the company cannot use, parks the “vehicle” on a frozen lagoon, and for US$5 each, allows patrons to guess when the truck will sink. ([Click here to read a complete story about this fundraiser.](#)) Net: US$15,000.

77. **Harbor Party and Seafood Fest**: Kiwanis Club of Norfolk, Virginia. This party celebrates the area’s delectable bounty from the sea. Net: US$37,000.


80. **Assist with Kite-flying Weekend**: Kiwanis Club of Napier, New Zealand. The club members earn money helping get the area’s kite-flying event off the ground. Net: NZ$1,300.


82. **Harlem Globetrotters Ticket Sales**: Kiwanis Club of Wichita, Kansas. The Globetrotters allow the club to purchase game tickets at half price and resell them at face value (195 tickets total). Net: US$2,000.

83. **“Night On Ice” Hockey Game**: Akton Club of South Mecklenburg, North Carolina. Though the area isn’t known for ice sports, Akton members spread the word and sell tickets for a hockey game, taking a percentage of sales. Net: US$600.

84. **Charity Ball**: Kiwanis Club of Lauderdale Lakes-West Sunrise, Florida. Net: US$32,000.


86. **Home Tour**: Kiwanis Club of Calhoun, Georgia. Kiwanians sell tickets to take a peek inside some of the area’s finest homes. Net: US$3,000.


90. **Decorates a Christmas Tree for Auction**: Circle K Club of Akron, Ohio.
The Circle K’ers decorate a tree in a Bob the Builder theme as part of a hospital's annual Christmas Tree Festival. Decorated trees are auctioned. Net: US$350 (from just the Circle K’ers’ tree).

91. **Peach Sales**: Kiwanis Club of Rome, Georgia. The peaches are sold in 25-pound boxes for US$25 and come in four half-peck bags to share with family, friends, and co-workers. **Net**: US$2,500.


93. **Middle School Basketball Classic ticket sales**: Kiwanis Club of Colonial Capital, Williamsburg, Virginia. The club sponsors the basketball tournament (covering all its expenses), and members sell tickets at the door, giving the proceeds back to the hosting school. **Net**: US$3,200.


95. **Sanctioned Junior Rodeo**: Kiwanis Club of Tucumcari, New Mexico. The sanctioned rodeo brings cowboys and cowgirls ages eight to 19 to compete for chances to qualify in further rodeos. Funds come in from registration fees, horse stall rentals, program sales, and ad space sold in the programs. **Net**: US$3,000.

96. **Syrup Sales**: Kiwanis Club of Granville, Ohio. The club invites schoolchildren and the general community to learn about the syrup-making process. Kiwanians set more than 400 tree taps in addition to 750-plus taps at a member’s farm, and a day is set aside for education about the process. Kiwanians sell the syrup in pint and quart jars. They also serve the syrup during a pancake breakfast. **Net (with pancake breakfast)**: US$3,600.

97. **Road Rally**: Kiwanis Club of Phoenixville, Pennsylvania. Drivers pay US$10 to take the scenic route. Motorists drive from checkpoint to checkpoint in search of answers to trivia questions about the area. A good event for families! **Net**: US$300.

98. **Kiwanis Cash Calendar Sales**: Kiwanis Club of Saint John, New Brunswick. The calendars sell for CAD$20 ($10 of which goes to the club). Each month of the special calendar offers chances at prizes. **Net**: CAD$70,000.

99. **Dinner and Debate**: Kiwanis Club of Rodez Segodunum, France. A good meal, a good conversation, and a good cause. **Net**: 1,500 €.

100. **Naked Vine Auction**: Kiwanis Club of Saint Helena, California. For US$45 per ticket, patrons enjoy an evening of entertainment, food, premium wines, games, and a silent and live auction. **Net**: US$14,000.