

WE ALL WANT HEALTHY CHILDREN

Protecting Our Children from Unhealthy Food & Beverage Marketing

Healthy Fundraising Tip Sheet

Organization fundraisers often rely on the sale of foods high in fat, sugar and calories. Healthy food and non-food fundraisers can still help groups raise needed funds, while supporting the health of its staff, clients and the community.

Fundraiser Tips

- (1) **Know your audience.** Choose fundraisers that engage family, friends and the neighborhood; poll your audience to find out what they would be willing to spend money on.
- (2) **Less is more.** Hold fewer but larger fundraisers. Too many fundraisers can lead to consumer burnout and lower profits.
- (3) **Communicate the purpose.** Continually remind your audience how the money raised will be spent. For example, tell them, “We’re halfway to buying a new computer” instead of “We’re halfway to \$2,000.”
- (4) **Promote your fundraiser.** Advertise the fundraiser on websites, and in email blasts and newsletters. Offer rewards for people who raise the most money. Offer taste tests to potential customers of the products being sold.

Fantastic Fundraiser Ideas

ITEMS TO SELL

- Boxed citrus produce, pre-ordered for shipment
- Fresh produce, sold individually or in baskets (made with products from wholesale markets)
- Items from a gift catalog
- Flowers, plants and/or seeds
- Re-usable water bottles or shopping bags

SPECIAL EVENTS

- A-thons (walk, dance, hula hoop, jump rope)
- Sports tournaments
- Concerts
- Dances
- Game nights
- Flea markets
- Movie nights (a movie license will be required)
- Photo days (hire a photographer, work with a portrait studio, rent a photo booth, or have friends/family take photos)

To find out more about healthy fundraising, ask your DPHO representative about the Healthy School Fundraising Guides.

For more information contact dpho@health.nyc.gov

