



FROM SERTOMANS, FOR SERTOMANS:

10 FUNDRAISING
IDEAS FOR CLUBS

Great fundraising ideas often start with a simple conversation: *What if we tried this?* This guide is a collection of those conversations turned into possibilities for Sertoma clubs.

The ideas in this guide were gathered through interactive fundraising sessions held during the 2026 Sertoma Regional Conventions. Sertomans from across the organization shared ideas, built on each other's creativity and explored new ways to raise funds while engaging members, supporters and their communities. The result is a collection of ideas **designed by Sertomans, for Sertomans**.

These concepts are not intended to be step-by-step instructions or one-size-fits-all fundraising plans. Instead, they provide a starting point. Some ideas are more developed than others, but each offers a foundation that you can adapt to fit your club, community and goals. It's all up to you; add your own twist, combine ideas, change the format or take the concept in an entirely new direction. The best fundraiser for your club is one that feels authentic to your members and to your community.

At the end of the guide, you'll also find an appendix of additional fundraising ideas. These concepts can serve as valuable brainstorming jumping-off points when your club is looking for its next fundraising opportunity.

We hope this guide sparks new conversations, encourages creativity, and helps your club discover fundraising ideas that are fun, meaningful and successful.

PETALS FOR A PURPOSE

This sales-style fundraising program allows individuals to preplan and prepay for flower deliveries for the special people in their lives, helping them remember important dates without last-minute stress.

The program is flexible and can be managed from members' homes, schools, businesses, club meeting spaces or clubhouses.

Target Audience(s): Civic-minded, busy local professionals

Key Dates: Late fall holidays, January planning season, and mid-spring ahead of Mother's Day

Volunteers: A committee or project chair should oversee the project. The number and type of volunteers needed will depend on the model selected; see Execution for details.

Execution

1) Partner with local grocers, flower shops or other floral vendors to fulfill orders, including negotiating discounts and/or revenue sharing. In this model, the florist handles design and delivery while the club focuses on sales and relationship building.

2) Work with the vendor to create sales packages, a product flyer or brochure, and an order form. This may also require graphic design professional/volunteer.

Example Plan

- Basic: \$150/year for three deliveries, including a small bouquet
- Premium: \$225/year for five deliveries, including a medium bouquet
- Ultra: \$300+/year for eight deliveries, including medium or large bouquets
- Additional fees may apply for vases, gifts, or premium delivery dates, such as

Valentine's Day.

3) Develop a targeted sales plan around key holidays and occasions such as Mother's Day, Valentine's Day and May Day. Birthdays, anniversaries and remembrance dates can be promoted year-round.

4) Coordinate the delivery process. Clubs may have volunteers or members deliver flowers or use the vendor's delivery service. *Note: If members or volunteers deliver on behalf of the club, consult your insurance professional to confirm any coverage requirements.*

5) As an alternate model, clubs may handle fulfillment themselves for a higher profit margin. This includes wholesale flower purchasing, bouquet assembly, delivery and related logistics.

Marketing Ideas

- Emphasize support for both local businesses and local causes.
- Tagline ideas: “Thoughtful gifting, handled for you,” “Set it once, celebrate all year,” and “Never forget a special moment again.”
- Share high-quality photos of flower arrangements with a clear call to action, such as “Brighten someone’s day while supporting a great cause.”
- Post flyers at local coffee shops, libraries, churches and community centers. Ask local businesses to display tabletop flyers or posters.
- Create countdown social posts and emails leading up to holiday order deadlines.

Budget Considerations

- Marketing
- Printing
- Service providers
- Branded items, such as tags, cards, and ribbons
- Technology

Additional Notes: This concept is similar to many flag fundraisers, in which clubs place flags for individuals and businesses on designated holidays.

DIRECT CONTACT CAMPAIGN

(Letters, Email, Phone Calls, Etc.)

This outreach campaign asks participants to reach out to individuals, organizations and businesses through direct contact, typically by letters and/or emails. This method often works best when images can be incorporated into the piece to help put a face to the cause.

Target Audience(s): Audience will vary depending on the cause you are supporting.

Location: Mail and/or email

Volunteers: A committee or project chair should oversee the project. Additional volunteers are needed to help write letters and/or send emails. This project can be executed solo from home or as a group at a meeting. Depending on the cause, you may also be able to engage the beneficiary.

Execution

- 1) Clearly define the beneficiary and cause/mission you are supporting.
 - 2) Write your sample letter(s) and/or email(s). The best writing will be done organically and not through AI. Use AI, as well as other club/committee members, to proofread and polish the piece. Prepare to be able to share these documents with other members, whether it is through printed copies or emailed PDFs.
 - 3) If you are going to be writing letters, ensure that you have any materials you want to share with your volunteers (paper, envelopes, stamps, etc.). While handwriting each letter is likely not possible, make user that each letter is hand signed by the sender. Putting the letters on club-branded letterhead creates campaign cohesion. For emails, you can include the club's logo in the signature line.
 - 4) Secure your mailing list. This could include club contacts, past donors, beneficiary contacts, local businesses, past sponsors and other organizations.
 - 5) Divide up the mailing list amongst your volunteers. Give volunteers a deadline to send letters. Make sure to give plenty of time (four weeks minimum) and set any giving deadlines accordingly. If providing materials, give to these and all sample messaging at the same time you give your volunteers their contact lists.
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Marketing Ideas

- Word of mouth through direct sales by club members will be key.
- Letters and emails to your contacts.
- Volunteers and club can also share messaging on social media.
- Speak and/or network at a local chamber of commerce meeting or event.

Budget Considerations

- Postage
- General Supplies

Additional Notes: Sample ideas for this campaign included sending children to camps, replacing sporting equipment at local parks or camps, hearing health programs, food assistance, etc.

CAR LEASE RAFFLE

This sales fundraiser asks participants to sell raffle tickets for the opportunity to win a car lease for two years. Suggested price is \$100/ticket, with a limited number of tickets sold to create a sense of urgency and prestige.

Target Audience(s): Club friends/family, churches, general community, other civic organizations

Location: Car dealership

Volunteers: A committee or project chair should oversee the project. Additional volunteers may be needed onsite during the drawing including event announcer, audio tech, security, parking, food servers, money collectors, etc.

Execution

- 1) Decide the organization(s) that will benefit from the raffle.
 - 2) Choose a dealership and work with them to determine the cost per month of the lease. You will also need to know about any limitations (including mileage) to ensure that all collateral materials correctly reflect what is being offered.
 - 3) Club has 1-2 months to sell tickets. You will want to limit the number of tickets. This may need to be determined in partnership with the dealership.
 - 4) Create second and third place prizes (cash or prestige prizes donated by sponsors).
 - 5) Consult legal and insurance professionals to verify any federal, state and local requirements.
 - 6) Inquire about the extended warranty for the vehicle. Could also be a good sponsorship opportunity.
 - 7) Design additional sponsorship opportunities and solicit businesses accordingly.
 - 8) Work with dealership to determine how the drawing will be done (special event, social media live event, etc.).
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Marketing Ideas

- Word of mouth through direct sales by club members will be key.
- Posters at dealership and sponsoring businesses.

- Use dealership and club contacts to see if can get publicity in paper, tv and radio.
- Tagline ideas: “Your ticket to a new ride,” “Drive away a winner.”

Budget Considerations

- Marketing
- Printing
- Insurance
- Prizes
- Food/drinks
- Security

Additional Notes: Raffles are a very traditional fundraiser, but what is being raffled is where clubs can get creative. Other unique ideas might include:

- 52-Week Raffle, wherein a set number of tickets are sold for a weekly raffle held over the course of a single year. Each week, a winner is selected to win that week’s prize, giving buyers 52 opportunities to win. This could include things like:

- Win the Key to the City
- Turn on the City’s Christmas Tree
- Monthly Car Detailing

BINGO HALL SPONSOR

Run a session or night at an existing local bingo hall and receive a negotiated percentage of the take to go toward the club and/or select beneficiary.

Target Audience(s): Regular bingo hall participants, seniors, club friends and family. Ages 21+.

Location: Bingo hall

Volunteers: A committee or project chair should oversee the project. Consult with the bingo hall to see what is required. Volunteers may include: cashiers, card sellers, bingo caller, floor workers for verifying winners, etc.

Execution

- 1) Contact bingo hall to see if the event is possible, what dates are available and how the financial split works.
 - 2) Inquire with legal and insurance professionals about any insurance, licensing, etc., needs.
 - 3) Decide how to make the event stand out and fun – themed night, special games, selling special advantages, 50/50 drawing, etc.
 - 4) Inquire with bingo hall about any of their marketing and boost theirs through your own channels.
 - 5) Sponsorship opportunities could help cover any overhead costs, including prizes.
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Marketing Ideas

- Prize reveals for top prizes.
- Create a bingo sales challenge amongst sponsors and/or local businesses, with the club offering a traveling trophy to the top seller each year.
- Flyers at retail checkouts and community bulletin boards.
- Play up the fun, theming and social aspects to non-bingo regulars.

Budget Considerations

- Marketing
- Prizes

- Inquire with bingo hall to see what else may be required.

Additional notes: Other gambling-themed events can be hosted with local gaming companies and casinos, such as a Monte Carlo night.

LOCAL MEDIA CELEBRITY BAIL OUT

This challenge-style event works with local TV and/or radio celebrities for a traditional jail-and-bail fundraiser. Local celebrities are put on a Help Wanted poster to advertise their participation, “arrested” and then “bailed out” by donors.

Target Audience(s): Local residents, viewers and listeners

Location: Community center, town fair, station property, local park, etc.

Volunteers: A committee or project chair should oversee the project. Additional volunteers are needed to help write letters and/or send emails. This project can be executed solo from home or as a group at a meeting. Depending on the cause, you may also be able to engage the beneficiary.

Execution

- 1) Solicit local TV stations and radio stations for participation.
 - 2) Speak to station management about possibly serving as a sponsor, whether it is in-kind for promotion or paid sponsorship to support the cause.
 - 3) Ask the TV and/or radio station(s) to choose their station representative(s) and how they want to raise their bail.
 - 4) Determine bail goals based on total fundraising goal. This should also help inform your timeline for raising money for mail and how you’ll collect money.
 - 5) Secure your venue for the event. Determine what else needs to be included (food and beverage, music, emcee, etc.).
 - 6) Build a jail prop for the celebrities to stay in until they are bailed out.
 - 7) Design your Wanted Poster for advertising the event.
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Marketing Ideas

- Post the Wanted poster throughout the community.
- Ask celebrities to plug their participation on air and social media.
- Ask stations to promote on their website and social media.
- Volunteers and club can also share messaging on social media and by email.

- Share the Wanted poster at any other station events.

Budget Considerations

The budget for this event will depend on the choices you make. It may include:

- Venue
- Entertainment/Emcee
- Concessions
- Printing
- Jail Building Materials
- Insurance (if holding independent event)

Additional Notes: Sample ideas for this campaign included sending children to camps, replacing sporting equipment at local parks or camps, hearing health programs, food assistance, etc.

WORLD-RECORD GROUP PAINTING

This hands-on fundraising event gathers participants together to simultaneously paint the same picture, with individuals paying to participate and businesses and other organizations serving as event sponsors. You could also do this virtually, with individuals joining a Zoom call from home and showing their participation via webcam.

The current record as of August 2026 is 250 participants.

Target Audience(s): Other civic organization, schools, community groups, businesses, potential club members and volunteers

Location: Can be hosted where clubs meet as well as schools, community centers, senior homes, businesses with large meeting spaces, etc., hybrid or 100% virtually.

Volunteers: A committee or project chair should oversee the project. The number and type of volunteers needed will depend on the model selected. If going totally online, you would only need additional volunteers to coordinate the material disbursement. If doing an in-person event, you would need day-of volunteers to handle materials, oversee registration, etc.

Execution

- 1) Decide whether the event will be in-person only, online only or a hybrid.
- 2) Connect with Guinness Book of World Records to confirm requirements and schedule verification with the organization.
- 3) Secure supplies including paint, medium (canvas, paper, etc.), brushes, etc. Once you know how your costs, budget the registration rate to meet your desired goals. If you will be doing online or hybrid, you will also need to decide how you will disburse the materials (in person pickup or mail). Associated costs should be included in your budget.
- 4) Create fun prizes/awards to market for participation (best work, funniest work, etc.)
- 5) Design sponsorship opportunities. Ideas might include supply sponsors, color-level sponsors, prize sponsors, etc. If doing an in-person event, you can also have food & beverage or venue sponsors.
- 6) If doing a virtual event, you will need to set up a Zoom call large enough to accommodate the expected number of participants. Ensure that Guinness will accept this as a verification method.

7) Decide if you want to offer food and/or allow them to bring their own. Financial and marketing opportunities with both.

Marketing Ideas

- Sell the opportunity, not the event, by emphasizing the togetherness and unity aspect.
- Emphasize that no experience is required to help the event feel less intimidating for those not confident about their art skills.

Emphasize the social aspects, highlighting how they can paint with their family, partner, best friend, etc.

Utilize a phased campaign to drip information over time: 1) Save the Date; 2) Reveal the Painting; 3) Emphasize Participation (social, easy, cause); 4) Countdown to the Big Day.

- Tagline ideas: “Your next night out doesn’t have to leave the house,” “Art with heart, no talent required,” “Pour a drink. Grab a brush. Paint with us.”

Budget Considerations

- Marketing
- Supplies
- Venue Space
- Prizes
- Mailing
- Food/drinks

NON-FOOD EVENTS

Looking for something that meets everyone's desire to connect, raise funds for a good cause, and just have some fun along the way? Galas and food events are always great fundraising considerations, but they aren't the only choices. Sometimes, out-of-the-box thinking is just the thing you're looking for, so don't leave any cards off the table when brainstorming! Examples might include human or pet fashion shows, dances/adult proms, theme parties, music events, etc.

Target Audience(s): General public, other civic-minded groups and organizations, club friends and family.

Location: Outdoor or indoor space will work. Ideas include parks, community centers, church halls, school cafeterias, college campus, etc.

Volunteers: A committee or project chair should oversee the project. Volunteers may include entry staffing (check IDs if allowing alcohol), competition coordinator, judges, photographer, emcee and cleanup.

Execution

- 1) Select date and theme, setting the budget based upon defined event purpose and goals.
 - 2) Obtain required permits/licenses and insurance. Hire security if necessary.
 - 3) Choose site based on your desired event flow and needs.
 - 4) Consider partnering with other organizations if the event will be large, including other Sertoma or civic clubs in your area.
 - 5) Launch marketing, advertising and community outreach efforts.
 - 6) Open registration and prepare all event schedules, signage and participant materials.
 - 7) Coordinate attendees as well as any other food vendors, sponsors and partners.
 - 8) On the day of, you'll need to be prepared for the event itself as well as cleanup and sponsor recognition.
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Marketing Ideas

- Social media

- Local newspapers
- Local public and college radio
- Community posters and flyers where allowed

Budget Considerations

- Venue
- Marketing/advertising
- Security (if applicable)
- Printing and signage
- Supplies (wristbands or tickets if serving alcohol, event swag/shirts, etc.)
- Equipment rental if not provided (AV, staging, chairs, power, etc.)
- Entertainment (DJ or band)
- Permits/licenses and insurance
- Awards (if applicable)

Additional notes: Consider working with local youth group to see if they can help volunteer. Do not have them check IDs or be involved in serving alcohol. You can also add on additional elements including food trucks, family activities, vendors, silent auction, etc.

These event(s) can also be held online or include a hybrid virtual element. This will require additional considerations including choosing an online platform. A strong theme will be particularly important if including a virtual component.

AIR DROP FUNDRAISER

Golf Ball, Paint Ball, Water Balloon, Etc.

This unique fundraising event combines aviation, community engagement, and the thrill of chance to create a memorable experience while raising money for a cause. Funds can be raised through competitor registrations and/or gate fees.

- 1) Gate fee includes a numbered ticket matching an item that is then onto a target area for a chance to win prizes. Drop items would all be the same, with unique numbers matching those on gate fee tickets. Attendees with the matching number win the prize.
- 2) Competitor registration would allow competitors the chance to participate, with a remote-control drone, plane or helicopter used to drop an item onto a target area for a chance to win prizes. The competitor hitting the target wins the prize. Attendee entrance could be free or could require an entry fee.

Target Audience(s): General public, drone and helicopter enthusiasts and local military groups (ROTC, veterans, enlistment offices, etc.). Ticket/registration purchasers should be 18+.

Location: Outdoor space with ample room for target placed a safe distance from audience. Additional space will be needed if choosing to have vendors, food trucks and/or staging.

Volunteers: A committee or project chair should oversee the project. Consider putting volunteers in team, with an identified team lead to help coordinate each group. Volunteers may include gate and competition staff, judges, traffic control, emcee and a cleanup crew.

Execution

- 1) Select date, choose event format and set budget based upon defined event purpose and goals.
- 2) Obtain required permits/licenses and insurance. Secure safety and security personnel.
- 3) Develop competition rules, judging criteria/rubrics and eligibility requirement.
- 4) Choose site. Layout will include competition area, vendor spaces, seating, restrooms and emergency access. Make sure to have contingency plan in case of weather.
- 5) Launch marketing, advertising and community outreach efforts.
- 6) Open registration and prepare all event schedules, signage and participant materials.
- 7) Coordinate food vendors, sponsors and other partners.

8) On the day of, you'll need to be prepared for the competition itself as well as awards presentation, cleanup and sponsor recognition.

Marketing Ideas

- Social media
- Local newspapers and radio
- Community posters and flyers where allowed

Budget Considerations

- Location
- Marketing and advertising
- Security and EMT services
- Printing
- Supplies (tickets, event shirts, etc.)
- Awards
- Equipment rental if not provided (AV, staging, chairs, portable restrooms, power, etc.)
- Permits/licenses and insurance

Additional notes: Depending on the length of event, may need volunteer shifts. Make sure that your rules include a plan for tiebreakers. Because of the safety risk, have an incident reporting process in place so that your club is ready to handle them onsite. Include water stations if held on hot day.

FOOD-FOCUSED EVENT

Almost everyone loves to attend an event and eat. What makes that even better is an event that is focused on food! Whether the event is all about enjoyment or has a side of competition, both styles are great fundraising event styles! Simple registration fees for attendees can be developed to cover costs and bring in the additional funds earmarked for a well-chosen purpose. Add in a competition and you've added in another type of registration. Ideas include a BBQ competition, chili cook-off, Feast Around the World Dinner, Heritage Food Festival, pancake breakfast, spaghetti supper, etc.

Target Audience(s): General public, club friends and family, food-focused interesting groups that might be fans of the food(s) being offered. This includes competition teams if hosting a competition-style event.

Location: Outdoor or indoor space will work. Ideas include parks, community centers, church halls, school cafeterias, college campus, etc.

Volunteers: A committee or project chair should oversee the project. Volunteers may include entry staffing (check IDs if allowing alcohol), competition coordinator, judges, emcee and cleanup.

Execution

- 1) Select date, choose event format and set budget based upon defined event purpose and goals.
- 2) Obtain required permits/licenses and insurance. Secure safety and security personnel.
- 3) If it's a competition, develop competition rules, judging criteria/rubrics and eligibility requirements.
- 4) Choose site. Layout will include dining area, food spaces, restrooms and emergency access. Make sure to have contingency plan in case of weather if event is planned for outdoors.
- 5) Consider partnering with other organizations if the event will be large, including other Sertoma or civic clubs in your area.
- 5) Launch marketing, advertising and community outreach efforts.
- 6) Open registration and prepare all event schedules, signage and participant materials.
- 7) Coordinate participants as well as any other food vendors, sponsors and partners.

8) On the day of, you'll need to be prepared for the event itself as well as judging (if applicable) awards presentation, cleanup and sponsor recognition.

Marketing Ideas

- Social media
- Local newspapers and radio
- Community posters and flyers where allowed

Budget Considerations

- Location
- Marketing and advertising
- Security and EMT services
- Printing and signage
- Supplies (tickets, wristbands, shirts, etc.)
- Awards
- Equipment rental if not provided (AV, staging, chairs, portable restrooms, power, etc.)
- Permits/licenses and insurance

Additional notes: Consider working with local youth group to see if they can help volunteer. Do not have them check IDs or be involved in serving alcohol.

These events could include additional add-on elements that would introduce additional needs and costs: craft fair, food trucks, silent auction, family activities, farmers market, etc.

TOURNAMENTS

Competitions and fundraisers are like peas in a pod aren't they? Let's not forget the competitions that draw so many crowds all year long—tournaments! These are commonly related to sports but not always, especially as game nights featuring board or video games have become increasingly popular. Whether team or individual based, everyone is going to have a good time.

Examples could include golf, darts, horseshoes, pickle ball, baseball/softball, soccer, poker/cards, cornhole, etc.

Target Audience(s): General public, youth organizations, college students, churches, interest-focused groups and clubs, club friends and family. Don't forget to include those who will benefit from the event itself.

Location: Venue will depend based on the type of tournament or event being held (golf, mini golf, bowling, game night, etc.).

Volunteers: A committee or project chair should oversee the project. Volunteers may include entry staffing (check IDs if allowing alcohol), competition coordinator and judges if applicable), photographer, emcee and cleanup.

Execution

- 1) Select date and theme, setting the budget based upon defined event purpose and goals.
 - 2) Obtain required permits/licenses and insurance. Hire security if necessary.
 - 3) Choose site based on your type of event, desired event flow and needs.
 - 4) Launch marketing, advertising and community outreach efforts.
 - 5) Open registration and prepare all event schedules, signage and participant materials.
 - 6) Prepare any scoring rules and rubrics if applicable.
 - 7) Coordinate attendees and judging as well as any other food vendors, sponsors and partners.
 - 8) On the day of, you'll need to be prepared for the event itself as well as cleanup and sponsor recognition.
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Marketing Ideas

- Social media
- Local newspapers
- Local public and college radio
- Community posters and flyers where allowed

Budget Considerations

- Venue
- Marketing/advertising
- Printing and signage
- Supplies (wristbands or tickets, event swag/shirts, etc.)
- Equipment rental if not provided (AV, power, etc.)
- Entertainment (DJ or band) if applicable
- Permits/licenses and insurance
- Awards (if applicable)

Additional notes: You can also add on additional elements including food vendors, family activities, other vendors, silent auction, etc. Weather contingencies could be helpful to have in place when holding an outdoor event

Additional Fundraising Ideas

- Mystery Dinner Crawl
- Human Slot Machine
- Silent Disco
- “Pay It Forward” Wall – Businesses sponsors acts of kindness, and donors buy cards that funds various specific needs.
- Local Celebrity Roast
- Mystery Boxes/Envelopes - Sell numbered mystery boxes for a set price. Every box contains a prize of varying value. Secure donations from local businesses to fill them and include a few “golden boxes” with major prizes.
- Hometown Olympics or Adult Field Day
- Community Bucket List – Quirky community experiences that people can buy (pie a celebrity, ride on a firetruck, etc.)
- Duct Tape or Jail the President or Mayor
- Escape Room
- Trivia or Game Show Night
- Adopt-a-Project Campaigns
- Family Cook-Off Challenge
- Round-Up Challenge with Local Retailers
- Reserved Parking at Events, Club Meetings, Churches, Schools, etc.
- Naming Sponsorships – Get creative and think of fun things you could name, like a water fountain at city hall or the coffee machine at your clubhouse.
- Battle of the Marching Bands – Host with local schools, have audience and judged prizes, charge admission.
- \$20 Challenge - Give participants \$20 and 30 days to turn it into as much money as possible.
- Ugly Sweater Speed Auction
- Golden Garbage Can Challenge- Businesses compete to see who can fill a designated container with the most change.
- The \$5 Food Challenge - Local restaurants compete to create the best meal, appetizer or dessert for \$5. Attendees purchase tasting tickets and vote for the winner.

What more details about one of the ideas above? Looking for other fundraising ideas? Google is your friend! Many times, a quick search can give you thousands of results and examples to help you begin to brainstorm your next fundraiser!