

TAKE ACTION

 ALPHA-1
FOUNDATION

**BUILDING
FRIENDS
FOR A CURE**



Fundraising Idea Book

**Help fund a cure.
Get involved, today!**

To get started, call (877) 228-7321 ext. 233



BUILDING FRIENDS FOR A CURE

Take Action and Make a Difference: It's Up to You

Organizing a fundraising event is one way to support the Alpha-1 Foundation and raise awareness and funding for Alpha-1. To get you started on your way, we have compiled a list of fundraising ideas that have been proven to be successful for businesses and individuals just like you. The list is for reference only and is certainly not comprehensive, but it can be a starting place for your own creative efforts - fundraising ideas are endless! Please note, the list may serve as a guide in your planning, however, The Alpha-1 Foundation does not specifically recommend or take any responsibility, financial, legal, or otherwise, for your fundraising efforts.

Since we launched the "Building Friends for a Cure" campaign, we have been overwhelmed by the outpouring of support through thousands of letters, telephone calls, and e-mails. Your generosity has been amazing and inspiring. We are committed to finding a cure for Alpha-1. We believe this is a winnable war and we thank you for your efforts to help us get the job done!





Quick Tips:

GETTING STARTED:

Make the commitment and set a goal. Be aware that fundraising is fun, but it can also be considerable work. You may want to start small and expand on a successful event. Reach for the stars, but be prepared to make the time commitment to hit your target.

BRAINSTORM:

What type of event will work best in your community or school? What time of day or year is most advantageous for your fundraiser? Who will be targeted to attend or participate (sponsors, ticket buyers, donors, etc.)?

DEVELOP A PLAN:

Start a calendar and break down your fundraising goal into smaller goals. Schedule due dates for yourself and do your best not to procrastinate. Remember, successful fundraising is intentional, planned and intelligently executed.

INSPIRE OTHERS:

Share with your donors why funding research for the Alpha-1 Foundation is important to you. They will be moved to help by your commitment. If you are finding it difficult to ask for donations, remember, you are not asking for a contribution for yourself, you are asking on behalf of the Alpha-1 Foundation. Finding a cure has never been more urgent.

FOLLOW THROUGH:

Follow through is the key to fulfilling your goal. Sometimes requests can get lost in the shuffle. Do not be afraid to send a gentle reminder to your supporters letting them know that there is still an opportunity to give. Follow up with individuals who have pledged to help and always remember to thank your donors.



**BACK TO SCHOOL:
Fundraising Ideas for Students, Faculty, and Grads**

Alumni Organizations – Ask your alma mater to place an ad in the alumni newsletter asking for donations to benefit the Alpha-1 Foundation.

Dance-a-thon – Plan a dance marathon in your gymnasium.

Read-a-thon – As an individual, class, or school, collect pledges per book read.

Pancakes for Alpha-1 – Host a pancake breakfast on school grounds.

Sororities/Fraternities – Contact the national chapter of your sorority or fraternity and ask them to make a donation to the Alpha-1 Foundation.

Tailgate – Show your school spirit and organize a barbeque or tailgate before the big game.

Talent Show – Organize a talent show on campus and charge guests who attend. Let them know that ticket sales will benefit Alpha-1 research.

Teacher's Pets – Faculty members, encourage your students to help you fundraise. Make it a class project and teach children the valuable lesson of philanthropy.

Tired of that Uniform? – Approach your principal with a "Blue Jeans Friday" or a "Dress Down Day". Allow students



to purchase the causal dress allowances with proceeds benefiting the Alpha-1 Foundation.



FOR SALE:

Auction, Goods, and Services for Fundraising Dollars

“At the Car Wash” – Offer to wash your friends’ and family members’ cars and donate the fee to the Alpha-1 Foundation. Host a larger car wash in your company lot or see if a local organization will let you use their property.

Bake Sale – Cookies and muffins and cakes, oh my!

Barter your Talents – Are you great with kids? Do you have a green thumb? Are you a Mr. or Ms. Fix-it? In return for a donation, offer to do neighborhood chores such as gardening, or teach swimming lessons, or tutor computer skills, or baby sit, or...

Dog Wash – Suds up the pups for Alpha-1 research.

Garage Sale – It’s never too early to start spring-cleaning. Collect goods from your basement, attic, and garage. Ask your friends to search their homes for unwanted items, too. Place an ad in your local paper and post flyers at community college campuses, churches, supermarkets, etc. Host a neighborhood garage sale and pool the proceeds to help fight Alpha-1.

House Sit – If a friend or family member is going out of town, offer to look after their place while they are on their trip.

Pet Sit – Kennels can be expensive. Offer to look after someone’s pet while they are gone and have your fee support the Alpha-1 Foundation.

Silent and Live Auctions – Hold an auction for donated items such as trips (put those frequent flyer miles to good use), tickets, etc. Offer a few “mystery” prizes, such as a piece of jewelry wrapped in a brown paper bag.

Used Book/CD Sale – “When I get a little money, I buy books; and if any is left, I buy food and clothes.” – Desiderius Erasmus. Ask your friends and family members to donate their old books and CDs and set up a sale in your home or yard.





**GAME ON:
Sports Fundraisers for Athletes and Everyone**

Competitive Racing – The race is on to find a cure for Alpha-1. Dedicate your efforts in a 5k, adventure race, triathlon, or marathon to the Alpha-1 Foundation and ask your friends and family for support.

Cycling/Bike-a-thon – Organize or participate in a bike ride for The Alpha-1 Foundation. Contact your local bike shops for sponsorship. Too cold to ride? Some gyms hold spinning marathons in their facilities.

Exercise Classes – Ask your pilates, yoga, or kickboxing instructor to make an announcement during class about your fundraising efforts and how to help.

Go Climb a Mountain – Accept the physical challenge of mountain climbing while committing yourself to the personal challenge of fundraising. Seek sponsors to help you reach the top.

Putting for Alpha-1 – Find a golf course that will host your organized tournament to benefit the Alpha-1 Foundation. Offer Mulligans for sale and raffle prizes to increase donations.

Strike Out Alpha-1 – Organize a bowling event or tournament at your local lanes. Ask the owner to waive the rental costs and turn that money into sponsorship dollars.

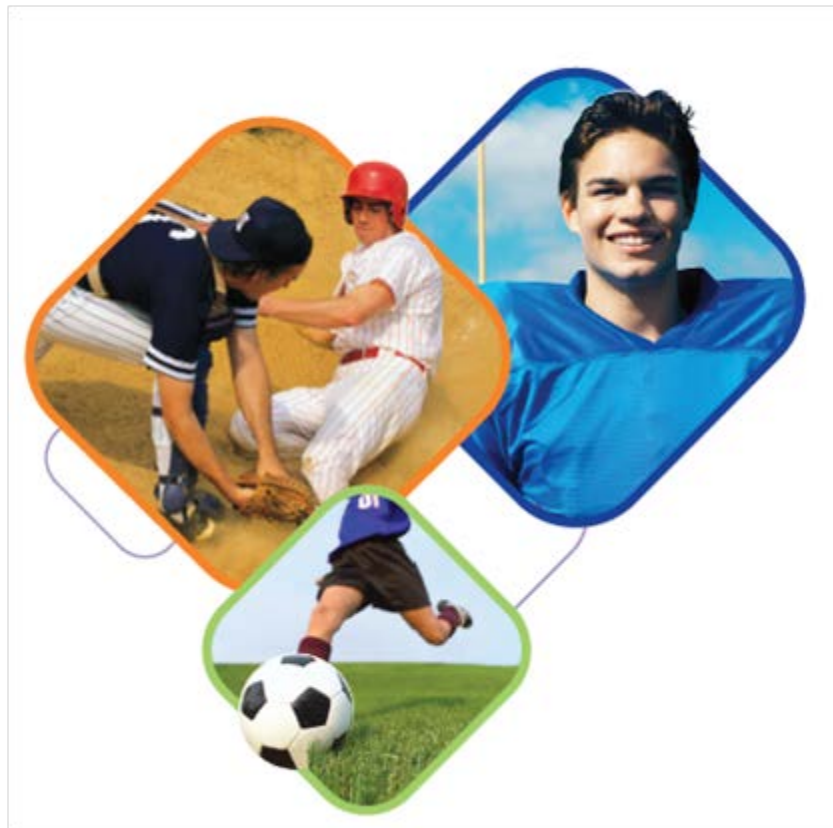
“Take Me Out to the Ball Game” – Coordinate with a local sports team to purchase a large group of seats at a discounted or donated rate. Sell the tickets, charging more



to family and friends. Contact the stadium to have your name and the Alpha-1 Foundation in lights!

Tournaments – Put together a soccer, basketball, football, baseball, or softball tournament in your area. Contact local club teams for support. Incorporate a free throw shoot-out or field goal contest to liven the event.

Walk-a-thon – Organize or participate in a walk-a-thon for the Alpha-1 Foundation. Contact your local sporting goods/shoe stores for sponsorship. Weather a problem? Try an indoor track at your local college or high school campus. You can also ask your gym to open their facilities and allow participants to use treadmills. Each walker can collect pledges per mile walked.





IT'S BUSINESS:
Getting Money from Places Where You Spend Money

Cover Charge – Are you a regular at a local bar or club? Is there a cover charge? Arrange for a portion of all of cover charges to be donated for one evening to the Alpha-1 Foundation.

“Dear Editor” – Are you a long time subscriber to a favorite magazine or daily? Ask the editor to sponsor you in your fundraising efforts. Compelling stories make great human-interest pieces.

“Doctor, Doctor, Give Me the News” – Ask your general physician, dentist, chiropractor, etc. to support your fundraising efforts.

Patrons of the Arts – Approach your local theater or museum for donated tickets to auction.

“The Butcher, the Baker, the Candlestick Maker” – Ask businesses to make a pledge in return for your faithful patronage. If a monetary gift is not possible, ask for a raffle prize, such as a dinner entrée for two, an oil change, a pound of coffee, a dozen bagels, 10% off a haircut, etc.

Retail Therapy – Coordinate with your favorite store to have a percentage of profits from store sales, proceeds from a particular item or promotion's sales, or one day's sales proceeds benefit the Alpha-1 Foundation for Alpha-1 research.

Tips – At your favorite restaurant or watering hole, ask the wait staff and/or bartenders to donate a portion of their tips



for the evening. Be sure to publicize the event and you will find patrons more generous with their gratuities.

Travel Agencies – Contact your travel agent and ask him to donate a travel voucher. Auction the vacation prize.

Work it Out – Ask your gym to place a “Change for Change” jar at the front desk.





WORKING 9 TO 5: Employer/Corporate Fundraising Ideas



Annual Events – Turn your company picnic or holiday party into a fundraising opportunity.

Box Seats – Ask a company to donate their box seats to an entertainment or major sporting event in your community. Hold a drawing for the tickets.

Casual Dress Day – Approach your Human Resources department with a “Blue Jeans Friday” or “Dress Down Day”. Allow employees to purchase casual dress allowances with proceeds benefiting the Alpha-1 Foundation.

Change for Change – Place a jar or can in a strategic position in the office and explain that all contributions will go toward the Alpha-1 Foundation for Alpha-1 Research. It always helps to start with some seed money of your own, to show others your commitment.

Coffee and Donuts – Set up a latte bar in the office and get Krispy Kreme donuts to sell.

Corporate Sponsorship – Identify one or several large companies and contact them directly. If you are planning an event, offer to mention the company name/logo on materials, such as invitations, programs, or press releases. Please note, the Alpha-1 Foundation should be informed of any corporations or businesses that are approached for underwriting or contributions for your event, so as not to overlap with existing Foundation fundraising activities.

Matching Gifts – Find out if your company has a matching gift program. Ask your fellow co-workers for pledges and approach your employer to match their support dollar for



dollar. Matching gifts is a great way to double your donations, at no extra cost to your donors!

Office Fundraising Event – Invite everyone to a fundraising party at work. Provide a pizza lunch and share with them your commitment to funding research to cure Alpha-1 now. Encourage your co-workers to challenge each other to raise the highest donation amount. Offer the “winner” a prize, such as movie tickets or a restaurant gift certificate.

Parking – Auction prime spots in the office parking lot for one-week blocks.

Payday – Employees may elect to have a certain amount deducted from their salary to donate to the Alpha-1 Foundation.

“President for the Day” – Going to the highest bidder to serve as the President, including meetings, agendas, and lunch with the real president.

Snack Break – Buy bulk candy and sell it at work. You’ll be amazed how much a person might pay for an afternoon treat at 3:00 PM!

Vacation Days – Ask your supervisor or Human Resources department if you can substitute one of your vacation days for a day’s pay. Encourage your co-workers to do the same.

V.P. Auction – Auction off executives’ time at the bequest of the highest bidder for work-related activities, such as the mail run.



**YOU'RE INVITED:
Special Event Ideas**



Award Nights – “May I have the envelope, please.” If you are a Golden Globe, Oscar, Emmy, Tony, or Grammy fan, gather with friends to see which stars will be this year’s winners. Create ballots and have guests enter a pool based on their predictions. The person with the best guesses wins a portion of the pot and the rest goes to the Alpha-1 Foundation.

Barbeque – Hold a cook out in a park or private garden and sell tickets.

Chili Cook Off – Contestants enter to win a prize. Supply your own judges and have guests pay for the tasting.

Concerts – Whether you prefer the symphony or old time rock and roll, concerts can be one of the most fun and successful ways to fundraise. Showcase one performer or a few and sell tickets to attend.

Full House – Invite the boys or girls over for poker night.

Garden Tour – Organize a garden tour of one or several homes in your community. Provide light refreshments and advertise through your neighborhood historical society or local nursery.

Movie Night – Pop the popcorn and bust open the Junior Mints. Movie nights with friends are a fun and easy way to raise money. Fund access to a screening room or local drive-in and you can invite even more guests.

Scavenger Hunt/Road Rally – Participants pay a fee to enter as an individual or team. Clues are given at each checkpoint pointing to the next checkpoint. Clues can be



placed in different orders to avoid teams following/coping one another. Penalties for speeding, splitting up, or cheating add to time total.

Super Bowl Party – “Are you ready for some football?” Host a Super Bowl get-together and raise money at the same time. Everyone scores!

Theme Party – Host a theme party (50’s, luau, etc.) and charge per person to attend.

Season/Series Finales – Whether you are hooked on LOST, in love with the Bachelor, or waiting to find out who will be America’s next idol, top model, or apprentice, TV shows provide memorable finales and great fundraising opportunities. Charge your guests at the door and turn on the tube.

Tying the Knot – In lieu of wedding gifts, ask your guests to make a donation to the Alpha-1 Foundation on your behalf for your special day. Have them honor your commitment on your anniversary, too.

Wine and Cheese Parties – Ask a local restaurant to donate a portion of a wine tasting if you bring participants or recruit local suppliers to donate wine and cheese and serve in your own home to ticket buyers. You can also invite ticket holders to bring along a bottle of their own favorite wine to share their good taste.

**AND FINALLY –
Miscellaneous Fundraising Ideas**



Amateur Night – Can you or someone you know play a musical instrument or sing? Ask the owner of a neighborhood bar or coffee shop to let you ring in guests one evening for entertainment and refreshments. Charge at the door and let patrons know it's a fundraising even for the Alpha-1 Foundation.

Letter Writing/Email Campaign – Write a letter/email sharing your commitment to find a cure for Alpha-1. Browse through your Rolodex and holiday card list to reach out to people you interact with every day, people from your past, and those with whom you do business. You never know who may have a personal connection to Alpha-1 or who is looking for an opportunity to give. The more personal your letter, the more compelling you will be. Mention your fundraising goal and provide information about Alpha-1 and the latest advances in research funded by the Alpha-1 Foundation.

World Wide Web – Create your own website or blog about your efforts to fund the research to find a cure for Alpha-1. E-mail everyone on your contact list and invite them to visit your site and donate.

“You Say it's Your Birthday” – Ask your friends and family members to write a check to the Alpha-1 Foundation in lieu of birthday gifts this year. Try it again this holiday season.