

## FUNDRAISING RESOURCES

# 8 Fundraising Ideas for Smaller Organizations



A STEP-BY-STEP FUNDRAISING GUIDE  
Find out how to fundraise to help your small  
organization thrive.



FSI

FOUNDATION FOR SHARED IMPACT

Fundraising can be a challenging endeavor for organizations of all sizes, but it is particularly difficult for smaller ones. Limited resources and a smaller network pose significant obstacles to their fundraising efforts. To address these challenges, we present eight fun, easy, and cost-efficient fundraising ideas specifically tailored for smaller organizations. These strategies will help expand your network, engage the community, and generate the necessary funds to support your organization's mission.

# 1 Family Sports Day

**Description:** Invite families to bond and participate in various physical activities (such as relay races, tug-of-war, sack races, long jump, and fitness challenges) to win the overall competition, and maybe a prize too! Provide food and drinks to keep everyone energized throughout the day.

**Considerations:**

- Requires outdoor space such as sports field (Aberdeen Sports Ground)
- Requires a minimum of eight to 10 families minimum
- Requires the provision of snacks and drinks

**How to fundraise:** Participating families should make a minimum donation to the organization in order to participate.



**EXAMPLE**

**24 Hour Race**

24 Hour Race is a charity that organizes running races in Hong Kong and all over the world to fundraise for charity organizations tackling the social issues of modern slavery and forced labor.

## 2 Trivia Night

**Description:** Set up a trivia night, which can be themed according to shared interests with participants (i.e. movies, 90s songs, general questions, world geography etc.), while providing food and drinks to participants.

**Considerations:**

- Requires indoor space with several tables and a projector
- About 20-30 people in different teams
- Prepare questions in advance
- Provide refreshments or dinner



**How to fundraise:**

- Charge participants for entry and meals

**EXAMPLE**

**French International School Trivia Night**

This trivia night was organized at a school as a fundraising event, with food and drinks provided to participating faculty and parents.

## 3 Fun Run

**Description:** This *Fun Run* involves runners finding sponsors and attempting to run the greatest distance (as many laps as possible) within a certain period of time, as family members and friends cheer them on to win an overall prize.

**Considerations:**

- Requires outdoor space: sports track (such as Aberdeen Sports Ground)
- Provision of snacks and drinks for runners
- Around 15 runners minimum

**How to fundraise:**

- Runners fundraise by finding sponsors.
- There can equally be an entry fee for participating in the race. The entry fee comprises a donation and a fee for the provision of amenities such as food and drinks during the race.

**EXAMPLE**

**24 Hour Race**

24 Hour Race is a charity that organizes running races in Hong Kong and all over the world to fundraise for charity organizations tackling the social issues of modern slavery and forced labor.

## 4 Virtual Fitness Challenge

**Description:** This event does not involve an outdoor space and can attract participants internationally. A virtual fitness challenge could involve competing to run or walk the most in a certain period of time (one to two weeks) on a fitness app (such as Strava or Apple Watch) with a real-time leaderboard. At the end of the two weeks, the winner can be announced with a prize.

**Considerations:**

- Requires an online fitness app such as Strava and sufficient advertising.

**How to fundraise:**

- Runners find sponsors and create ‘fundraising pages’ online to raise money.

**EXAMPLE**

**Strava**

Group challenges can be created on [Strava](#), a phone application for tracking workouts and runs. Through this, participating runners can log their runs and check their status on a live leaderboard.

**GIVE.Asia Campaign**

To fundraise for such an event, participants can create fundraising pages, such as on [GIVE.Asia](#).

## 5 Socially Sustainable Market

**Description:** Host a marketplace. Invite socially responsible entrepreneurs to pay a fee for a booth to showcase their brand, products, and services. Open up the marketplace to the public.

**Considerations:**

- Requires an indoor or outdoor space, depending on weather.
- Minimum 10 booths.

**How to fundraise:**

- Charge socially responsible entrepreneurs a small booth fee.
- Charge visitors an entry fee.



## 6 Cooking Class

**Description:** Invite a talented chef from your community to teach a cooking class, virtually or in-person, followed by a meal where participants eat the dishes that they made.

**Considerations:**

- Virtual: requires online platform for live streaming (Zoom, Google Meets etc.)
- In person: requires large kitchen space and sufficient ingredients
- A virtual class could help keep costs low, whilst an in-person can provide more bonding and social interactions.



**How to fundraise:**

- Charge participants a fee.

**EXAMPLE**

**Migrateful**

An organization that offers cooking classes led by refugees.

**Africa Center Hong Kong**

They offer African cooking classes followed by a buffet lunch, available for a fee.

## 7 Cultural Themed Night

**Description:** Have themed nights hosted by individuals from different cultures each time, with food, drinks, performances, and presentations to introduce participants to the cultural heritage.

**Considerations:**

- Requires an indoor location such as an event/office space, community center, co-working space.

**How to fundraise:**

- Around 20 participants minimum
- Participants pay for a ticket for the night
- Seek venue sponsorship from corporate or NGO partners.



# 8 Movie Night

**Description:** Screen a movie and provide food and drinks throughout, followed by a discussion related to the participants' thoughts and any themes that resonate with them.

## Considerations:

- Requires an indoor location such as an event/office space, community center, co-working space etc. with a projector and comfortable seating.
- Around 10-15 participants minimum
- Provision of food and drinks



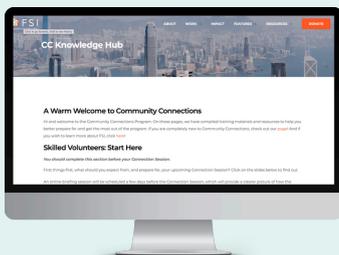
## How to fundraise:

- Participants pay for a ticket for the night
- Find a nice rooftop area or seek venue sponsorship from corporate or NGO partners.

## Our Resources

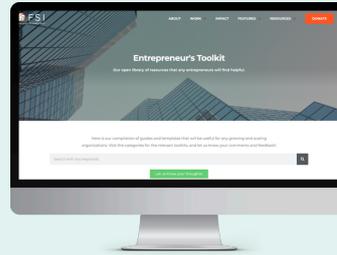
Check out our other resources for Volunteers, NGOs, and Entrepreneur's in Hong Kong.

### Knowledge Hub



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### Entrepreneur's Toolkit



Scan to access

## Contact us

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