

## Steps to Creating a More Eco-friendly Fundraising Campaign by Kari Ann Kiel, DoJiggy

Every non profit organization and charitable cause has something worth fighting for, be it making change for the better by fighting disease, rebuilding a devastated community, helping the needy, saving endangered species, or environmental efforts to slow global warming. We do all have one thing in common, we share this planet. So regardless of the specific cause your organization supports, we should all continue to be conscious of our fundraising efforts and processes in an effort to lighten our footprint on the environment.

With everyone working together, small steps can make a big difference.

Here are some ideas to help your organization create a more eco-friendly fundraising campaign.

1. **Minimize your use of paper:** Today is a digital age where information is commonly sought and shared online. Consider implementing [online fundraising software](#) to help your organization plan and manage your fundraising campaigns. Not only can online software tools help your organization increase efficiency and reduce costs, but it will also help you reduce waste. Allow participants to register online instead of filling out registration forms. Encourage donors to make online contributions instead of sending a check. Have volunteers and sponsors sign up online instead of filling out paperwork. Promote your event through social networking, email campaigns, and viral marketing instead of printing flyers. Create a fundraising website where timely information about your fundraiser can be updated, instead of sending numerous mailings (If you do have to print materials, be sure to print on recycled paper).
2. **Source Locally & Responsibly:** If you are offering merchandise for sale at your [fundraising event](#), such as t-shirts or hats, consider sourcing organic fabrics or clothing made from recycled materials. If you are offering food and beverages for sale at your event, consider working with local vendors who make an effort to reduce their environmental impact in their farming practices. By sourcing locally you are not only giving back to your local community, but also reducing carbon emissions created from shipping cross-country. If you plan to distribute “goodie bags” to participants, use re-usable canvas grocery bags instead of disposable paper or plastic bags.
3. **Add an eco-friendly theme to your fundraising event:** If you’ve decided to host a [walk-a-thon](#), add an eco-friendly theme, and host the walk-a-thon on city blocks where participants are not only walking but they are also cleaning up the streets by picking up trash and recycling. Or how about hosting a “serve-a-thon”? Instead of collecting pledges for walking, participants [collect pledges](#) and dedicate their time giving back to the community through services such as: helping homeless and crisis shelters, assisting the elderly, participating in environmental conservation programs, and appreciating active duty military. Similarly, a school may choose to host a plant-a-thon in an effort to teach children about the importance of preserving forests and natural resources. Lastly, a great environmental corporate fundraising initiative may be hosting a bike-to-work week fundraiser to reduce the amount of carbon emissions caused from driving.

*Visit [DoJiggy](#) for more information about online fundraising software and to explore more creative fundraising ideas at [www.dojiggy.com](#).*