



SHRM Foundation: Fundraising Event Ideas

Help build inclusive organizations and empower HR professionals by fundraising in your local community. Below are a few examples of fundraisers you can do on a local level to support the SHRM Foundation's initiatives.

Fundraisers:

The SHRM Foundation is grateful for the support of individuals, organizations, companies, SHRM Chapters, and State Councils. The support received from SHRM allows the SHRM Foundation to use **every dollar raised to advance our mission by awarding scholarships to students and professionals** and developing evidence-based solutions. By hosting a fundraising event, you are helping to deliver scholarships and build inclusive organizations.

1. **Change for a change:** Give change to make a change. Put out a change jar at meetings and ask members to donate any spare change they have. Set a goal to raise a specific amount from the change jar by year-end. Keep up the momentum by sharing how much is collected at each meeting. Elizabethtown SHRM uses change for a change to raise funds at their meetings and help create awareness about the SHRM Foundation.
2. **Honorarium:** Celebrate a member of your chapter or state council each year by making a donation in their honor. The SHRM Foundation offers a unique and impactful way to honor volunteer leaders who put their heart and passion into serving their chapter and state council. This could be an option for a member who is exiting off the board or a member who has gone above and beyond.
3. **Gift in Lieu of Speaker Fee:** Make a donation in honor of a meeting presenter or a SHRM Speaker's Bureau speaker. This is a great way to have programming for your event and make an impact. Consider having a session about the aging workforce and inviting a speaker from SHRM's Speaker's Bureau to give a presentation on the aging workforce or on best practices for integrating and engaging veterans in the workforce. Austin HRMA makes a donation on behalf of each speaker that presents at their chapter meetings.
4. **Gift in Memory:** Make a lasting memory by giving towards the future of HR. When you give a gift in memory, the SHRM Foundation sends a card to the family of the deceased letting them know a donation has been made in memory.
5. **Professional Photo Shoot:** Host a photo session and hire a photographer to take professional headshots. Ask for a suggested donation from attendees. To save on overhead cost, try and find a photographer who is a member or a local business owner who is interested in donating their time in-kind. Garden State SHRM held a photo shoot at their past conference and it was a success.

6. **Speak at local businesses and community groups:** Create awareness about important HR topics such as inclusive and flexible workplaces for older workers. Deliver the Aging Workforce presentation to your local Chamber of Commerce or other business groups. Use complimentary SHRM Foundation resources for your programming and handouts. Ask that instead of being paid, a donation be made in your honor to the SHRM Foundation.
7. **Community Service Day:** Host a day of service and ask family, friends, colleagues to sponsor you for volunteering your time. Volunteering as a group is a great opportunity to engage your members and gain new members all while making a local impact. Tuscaloosa Chapter volunteers with Comcast Cares and Comcast makes a donation in the chapter's honor.
8. **Used Book Sale:** The SHRM Foundation supports lifelong learning and a used book sale will help your members continue learning and support the SHRM Foundation's work. Ask your members to donate books, and then sell the books during a meeting or conference. Greater Orlando SHRM used this option to help raise funds on behalf of the SHRM Foundation.
9. **Get Active for the Cause:** Get active by hosting a bike ride, run, walk, or bowling (ideas are endless!) activity and ask family, friends, and colleagues to support your participation by making a donation to the SHRM Foundation in your honor. Consider making teams and inviting others (including potential members!) to join in the fun!
10. **Create a local giving club:** Share in the excitement of Team Empower by creating your own giving club. Members who donate can receive special benefits and recognition throughout the year. Delaware SHRM Chapter created a local giving club where members received special ribbons designating them as members of the club and they benefited from VIP services throughout the year.

Looking for more ideas?

Visit our resources page at shrmfoundation.org/volunteerleaders

Your chapter or council is responsible for your events, including legality and safety of the event. If you have additional questions about your fundraising event or if you'd like to brainstorm fundraising event ideas, contact the SHRM Foundation team at SHRMFoundation@shrm.org or call 703.535.6020.