



Sudden Cardiac Arrest Foundation

RAISING AWARENESS SAVING LIVES

Event Planning & Fundraising Ideas

Guide + Planning Checklist

Whether you are a HEART Champion, student leader, PTA volunteer, local business owner, or just someone who cares deeply, these fundraising ideas are designed to help anyone make a lifesaving difference. From school groups and sports teams to offices and community organizations, there is something for every setting and every schedule.

Choose one idea—or combine a few—and turn your passion into support for the mission of the Sudden Cardiac Arrest Foundation. Your creativity fuels CPR and AED education, support for survivors and families, and national awareness campaigns. Every dollar raised helps save lives.

Fundraiser Idea List

1. **In Honor/In Memory Fundraiser**

Create a tribute page using SCAF's technology and share your story with friends and family.

2. **Pumpkin Decorating Contest**

Charge \$5–10 per entry. Display pumpkins and vote on your favorites. Perfect for Sudden Cardiac Arrest Awareness Month in October!

3. **Restaurant Night / Round-Up**

Partner with a local restaurant—donate a percentage or round up receipts for a day/week.

4. **Fitness or Yoga Fundraiser**

Host a donation-based class with a local instructor.

5. **Trivia Night or Game Night**

Great for schools or community centers—charge for entry, include raffle prizes.

6. **Online Giving Challenge**

Ask 20 friends to donate \$20 in honor of SCAF's 20th anniversary and spread the word with a social graphic or challenge.

7. **Heart-Themed Bake Sale**

Cookies, cupcakes, and education—host at school pickup, office, or farmers market.

8. **Spirit Day**

Organize a day at school or work where people donate \$1–\$5 to wear red or heart-themed attire in honor of SCA awareness.

9. **Birthday or Re-Birthday Fundraiser**

Ask friends to donate to SCAF in lieu of gifts for your birthday or re-birthday (anniversary of your SCA). Use your page to share why SCAF matters to you.

10. **Workplace Matching Challenge**

Ask your employer or coworkers to match donations for a day or week. Promote via email or office posters.

11. **Cornhole or Pickleball Tournament**

Charge entry fees and offer a prize for the winners. Add CPR + AED demos to engage and educate spectators.

12. **Coffee for a Cause**

Partner with a local coffee shop to create a “Heart Blend” drink with \$1 donated per cup sold during a set week or month.

13. **Paint & Sip Night**

Partner with a local artist or art studio and donate a portion of ticket sales. Add an SCA awareness moment between brushstrokes.

14. **Chili Cook-Off**

Charge entry to taste and vote, or register chefs to compete for bragging rights.

15. **Cardiac Comedy Night**

Host a stand-up or improv night with local performers. Sell tickets, include a 2-minute SCAF mission pitch.

16. **Morning Muffins for a Mission**

Bring baked goods to the office and invite coworkers to donate for breakfast. Include heart health info cards with each muffin.

17. **Lunch & Learn: “How to Save a Life”**

Host a short lunchtime CPR/AED awareness session and ask for optional donations. Offer virtual or in-person.

18. **Partner with a Local Business for a “Register Round-Up” Campaign**

Ask local shops to offer a “round up to donate” option at checkout during October or February. Provide SCAF signage and flyers.

19. **School Coin War**

Set up a friendly competition between grades or classrooms—each adds coins to their jar for one week. Bills subtract from totals, so sabotage is encouraged!

20. **DIY Heart Art Auction**

Invite local artists, kids, or community members to create heart-themed artwork. Display and auction pieces online or in person, with all proceeds going to SCAF.

Planning Checklist & Timeline

4–8 Weeks Before

- **Choose your fundraiser**
 - **Set your date, time, and location**
 - **Get any necessary approvals or permits** (school, workplace, venue, etc.)
 - **Recruit your team** – friends, coworkers, volunteers, classmates
 - **Download and personalize SCAF materials** (flyers, fact sheets, signs, sample posts)
 - **Contact SCAF to request any printed literature or available swag**
(Please reach out 3–4 weeks in advance to allow for shipping and coordination)
 - **Share your event details with SCAF** for optional promotion via newsletter, social media, or local outreach
 - **Start spreading the word** – email, flyers, group chats, social media
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2–3 Weeks Before

- **Continue promoting** your event
 - **Set up your tribute/donation page** if you have not already
 - **Confirm event logistics** (tables, tech, permits, seating, weather plan)
 - **Collect or prep materials** (games, decorations, signs, giveaways, etc.)
 - **Confirm any donated items or business sponsors**
 - **Assign volunteer roles** and responsibilities
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1 Week Before

- **Send a final reminder** to attendees and volunteers
 - **Print signs, flyers, and handouts**
 - **Practice or prepare your welcome remarks**
 - **Test any tech/tools** (QR codes, music, livestream, card readers)
 - **Remind your team** of call times and tasks
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Day of Your Event

- **Arrive early to set up** and get organized
 - **Welcome attendees warmly** and thank them for supporting SCAF
 - **Share your personal "why"** – how SCAF's mission connects to you
 - **Take lots of photos and video** to share afterward
 - **Enjoy it!** Every conversation and every dollar make a difference
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After the Event

- **Send thank-you messages** to donors, volunteers, and attendees
 - **Share photos and results with SCAF** for social media and newsletter shoutouts
 - **Let SCAF know if any businesses donated** items or supported your event
(SCAF can issue official acknowledgment letters if needed)
 - **Submit any funds raised** using your tribute page or via check (instructions in toolkit)
 - **Reflect and celebrate** – you made an impact and helped save lives
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