



Chicken and Garden Themed Fundraising Ideas

From Chickens.org

Before You Fundraise

- Create a list of what your program needs are (this can simply be items from the [Coops and Gardens Wishlist](#)) to share with community members.
- You may find donations from your school community for common items such as 5-gallon buckets, old towels, and any extra recycling and garden supplies they may have at home.

Involve students and parents

- This process should be fun and exciting for all involved. You are getting chickens! Boosting parent and student morale will increase the success of your fundraisers.

Start fundraising!

- Use the following ideas as a launching board for your fundraising ideas! Let us know how we can help you in this process.

Overview

Food Based Fundraisers

- *Create and sell recipe books
- Bake sale
- Seed/plant sale/swap
- Chicken-grams

Ticket Sale Fundraisers

- *Chicken drop bingo
- *Host a raffle/silent auction
- Guess the number of eggs

Pledge Based Fundraisers

- Chicken dance-a-thon
- Egg spoon walk/race

Other Fundraisers

- *Spare change for change
- *Art sale
- *Sponsor a brick
- Teacher in jail
- Book/rummage sale
- T-shirt sale
- Car wash
- Create Hanging Flower Arrangements

*Our Favorites!

Find more fundraising ideas [here](#)

A woman with blonde hair, wearing a white long-sleeved shirt, is smiling and holding a large bunch of fresh, dirt-covered carrots. The background is a lush green garden with white flowers. The text "FOOD BASED FUNDRAISERS" is overlaid in white, bold, sans-serif font across the center of the image.

FOOD BASED FUNDRAISERS

CREATE AND SELL RECIPE BOOKS

Overview

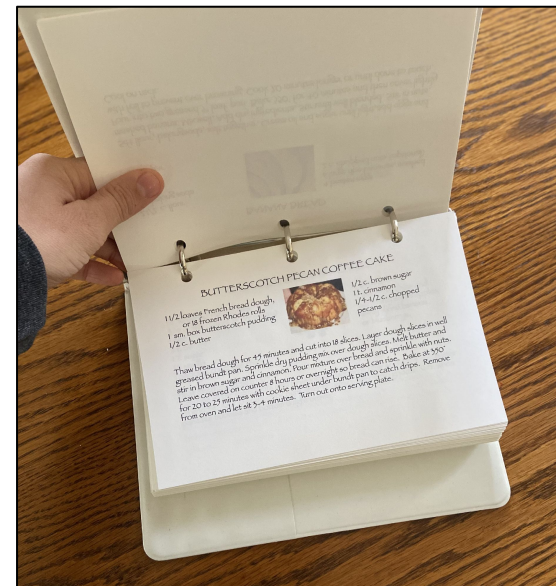
- Together with students, create a recipe book (bonus points if students illustrate or take photos of the recipes)!
- Include old family recipes, students' favorite recipes, etc.
- Use a company such as Walgreens or Shutterfly to create a book that you can sell to community members for profit (there are so many ways to get this done, we can talk about it).
- Or use binders and print and bind yourself (see photos)!

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries, etc.
- Post about the sale on your school social media platforms.
- Send an email reminder to parents.
- See if you can promote the sale at your local library or bookstore.

Tips for Success

- Make sure to use coupons when creating the books!
- For the book sale, host a potluck with the various foods where people can try out a recipe and buy the book!



BAKE SALE

Overview

- Have students bake (or have parents contribute and bring items in) for sale at your school.
- Invite school community members, city counsel, local business owners, church members, etc.

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries, etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city counsel members and local business owners inviting them to the event.
- Day of event: have signs out at front of your school

Tips for Success

- Make sure to have some options that are gluten free, sugar free, and vegan to cater to all potential customers.



SEED/PLANT SALE/SWAP

Overview

- Host a seed sale or swap (there may be regulations in your area around selling seeds).
- Ask for donations in exchange for seeds from your school's garden.
- Sell plant propagations, bulbs for fall planting, or starts.

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city council members and local business owners inviting them to the event.
- Day of event: have signs out at front of your school
- Partner with local community groups or sometimes the local library has a seed swap.

Tips for Success

- If there are things from your school garden, make sure that is clearly marketed!
- Have signs explaining your school's Coops and Gardens Program.



CHICKEN-GRAMS

Overview

- Sell “chicken-grams” with candy or notes that students can buy anonymously during school and have delivered to another student.
- This is like common candy-grams sometimes sent during Valentine’s Day.
- Each gram should be sold for \$3 or less. Have select students pass out last period of the day for a week, or however long the campaign lasts.
- Add a cute card with a chicken on it and use lots of cute chicken-puns. We have a print-out of chicken-valentines [here!](#)

Event Marketing

- Post signs at school
- Send email or flyer home with students
- Give announcements in assemblies

Tips for Success

- [Here](#) is an example of a school candygram flyer/purchase form.





TICKET SALE FUNDRAISERS

CHICKEN DROP BINGO

Overview

- This is a 50/50 type raffle.
- Chickens are set on a fenced off board with numbers painted (or added with tape) into squares.
- Before chickens are set in the pen, participants pay for tickets with the number they think the chicken will poop on.
- The chickens walk around the pen and the first number to be pooped on is the winner!
- All tickets with the winning number will split 50% of ticket sale proceeds, and the school keeps the other half for their Coops and Gardens Program.
- To make the event last longer, have multiple rounds with new ticket sales and new chickens entering the pen.
- Having concessions at this event will also help increase profits.

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city council members and local business owners inviting them to the event.



Chicken drop bingo-raffle tickets sold for each number and wherever the chicken poops is the winner of a 50/50 raffle!

Tips for Success

- Ensure chickens eat and drink before being put in the pen.
- Keep chickens in a dog crate away from crowds before they are put in the pen, and after.
- Have crowd quiet down while chickens are on the bingo card, as not to scare them.
- Play background music!
- Double check with city law enforcement to make sure this event is legal in your state. Call raffle tickets donations.

HOST A RAFFLE/SILENT AUCTION

Overview

- Have parents and students reach out to local businesses for donations to be raffled off.
- Put together baskets to be raffled off with various prizes.
- Can do silent auction style or pull raffle tickets for a winner.

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city council members and local business owners inviting them to the event.

Tips for Success

- Group like prizes together in baskets. Make them look pretty!
- Always have something physical raffle winners can take home. Did they win a massage? Print a coupon.



GUESS THE NUMBER OF EGGS

Overview

- Fill a large jar, fish tank, or other clear container with eggs (real, fake, candy or any other kind).
- Charge community members to guess how many eggs are in the container. (for example, 1 guess = \$1)
- Whoever guesses the closest wins a prize (all the candy eggs, a donated prize, etc.)!

Tips for Success

- Place jar in the front office, or a common place.
- Set a designated guessing period (one week?).
- Take to school sporting events.
- Have a flyer explaining what the money goes for.



PLEDGE BASED FUNDRAISERS



CHICKEN DANCE-A-THON

Overview

- Students collect pledges for how many times they do the chicken dance.
- The good thing about this event is it gets students moving and can be held in person or virtually!
- Corporate sponsors are a good source of funding for this event. Have students reach out to parents' workplaces and local businesses for pledges.

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries, etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city council members and local business owners inviting them to the event.
- Day of event: have signs out at front of your school
- Make sure to create flyers about why you are hosting this event with instructions (we can help with this!).

Tips for Success

- Learn more about planning a dance-a-thon [here](#).



EGG SPOON WALK/RACE

Overview

- You can be creative with this event. Do you have relay teams that get pledges? Do you have multiple rounds? Do you walk as a school across a pre-determined path and each 20 ft you walk without dropping an egg earns a pledge?

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries, etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city council members and local business owners inviting them to the event.
- Day of event: have signs out at front of your school

Tips for Success

- Learn more about a successful egg spoon walk [here](#).





OTHER
FUNDRAISERS

Henny's Pennies

Overview

- Pass out fake eggs (plastic, wooden, or paper mâché) to students, parents, community members, etc.
- Have each person fill their egg with spare change and return to school.
- Bonus: Pool all collected change into an even larger egg to be placed in a public place to see your progress! Or, fill in a giant egg on a poster as target amounts are reached.
- This can be an ongoing event and eggs can be reused!

Event Marketing

- Send email to parents
- Include in school newsletters
- Pass out baskets of eggs to churches, libraries, or local businesses to fill.

Tips for Success

- Send out quarterly reminders for eggs to be returned.
- Keep a basket of empty eggs in the front office for people to take and fill. Make sure to include a small sign explaining what the eggs are for.
- Come up with a fun name! Our ideas are: Henny's Pennies, Chicken Feed to Feed Our Chickens, or Chick Change



ART SALE

Overview

- Ask students to make chicken/garden themed art to showcase at a gallery type sale.
- Invite community members to attend and buy or bid on art!
- Any arts and crafts media should be encouraged!

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city council members and local business owners inviting them to the event.
- Day of event: have signs out at front of your school

Tips for Success

- Display art as if it were in a gallery (a school hall works well!).
- Offer concessions for extra money.
- Invite attendees to dress up a little!



SPONSOR A BRICK

Overview

- Community members pay a certain dollar amount to have their name engraved on a brick (or other construction material) to be used in the construction of your garden chicken area walkway.
- Sponsors could be individuals or corporations.
- Use a company like [BricksRUs](#) or [Brick Markers USA](#) to help.

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city council members and local business owners inviting them to sponsor a brick.

Tips for Success

- One built, have a party to open the chicken area to the public where sponsors can see their bricks in action!



TEACHER IN JAIL

Overview

- Classes raise funds (admin can set a reasonable \$ amount) to put their teacher in “jail” for a class period.
- Students raise funds up to the day of the event.
- If a class hits their goal (say \$50, meaning every student contributes \$2 or so), their teacher is put in jail.
- Visit [this blog](#) to learn more about this fun event.
- You could call this event “cooped up” or something chicken-related.

Event Marketing

- Send email to parents about the event
- Include in school newsletters
- Tell students in classes

Tips for Success

- Give students ideas about ways to save money for this event (ways to find spare change, don't buy a candy for a day, etc.).



BOOK SALE/RUMMAGE SALE

Overview

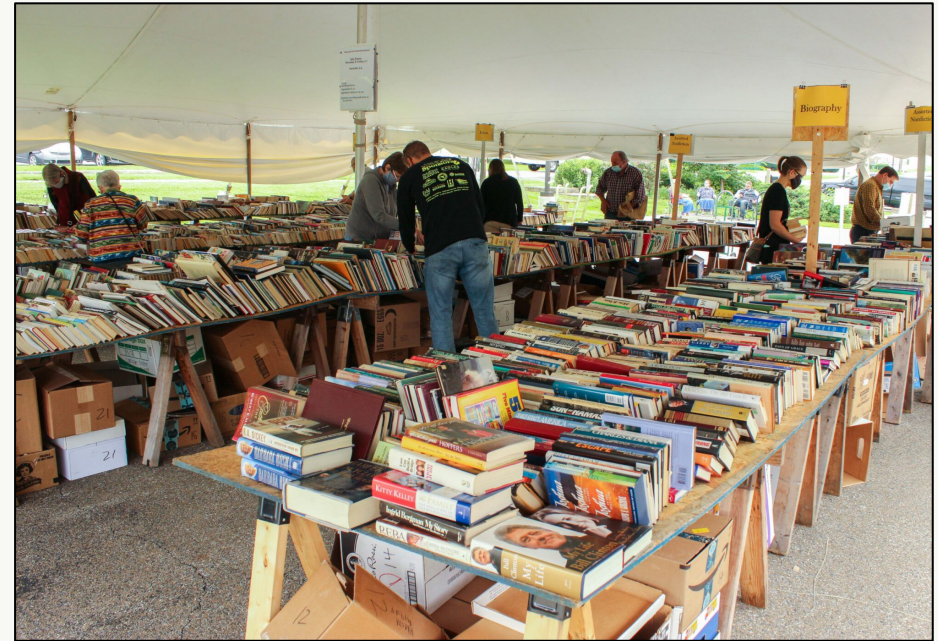
- Ask community members and students to donate old books and gently used items
- Have a book sale one day!
- If choosing to do a rummage sale, make sure you have lots of volunteers.
- Organize items by category.

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Day of event: have signs out at front of your school

Tips for Success

- Have clear aisles, keep items organized.



T-SHIRT SALE

Overview

- Design a cute shirt with a logo or funny saying for your chicken program.
- Sell off shirts to raise money and awareness of your program!

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries etc.
- Post about the sale on your school social media platforms.
- Send an email to parents asking them to spread the word.

Tips for Success

- Order shirts in neutral colors so people will want to wear them all the time.
- Order a variety of colors.
- We recommend using [Custom Ink](#), just because we have had great luck with them in the past!



CAR WASH

Overview

- Host a car wash at your school where people offer donations for students to wash their car.
- Make sure to have a large poster or flyers to hand out to each car explaining why you are hosting the wash.
- Have sponges, hoses, buckets, and soap (we recommend an eco friendly soap).

Event Marketing

- Make sure to post flyers around town at community posting boards in coffee shops, feed stores, grocery stores, libraries, etc.
- Post about the event on your school social media platforms.
- Send an email to parents reminding them to spread the word.
- Have kids write letters to city counsel members and local business owners inviting them to the event.
- Day of event: have signs out at front of your school

Tips for Success

- Create a good flow for incoming and outgoing cars, such as your school pickup line.

