

Tie-Dye Fundraiser

This doesn't have to be a fundraiser and can instead be run for group members at-cost, but using opportunities like this to raise community funds means you'll have more programming options moving through the year!

What you'll need (adjust quantities based on your best estimates):

- 20 pairs of white cotton knee-high socks
- 30 white cotton t-shirts in various sizes
 - get mostly larger sizes—people can always wear oversized shirts
- Tie-dye kit (check to see how many shirts the kit can dye)
 - It may be cheaper to buy all the pieces of the kit separately but will require some more work. Refer to the top section of instructions article linked at the bottom of this page for how to build your own kit.
- 1 box of nitrile gloves (in case anybody is allergic to latex)
- 1 large tub for soaking shirts
- 6-pack paper towels, 50 large paper plates
- Plastic tarps (if you're dying indoors)
- 250 white or uncolored rubber bands (big enough to wrap around a folded t-shirt)
- 1 speaker loud enough to fill the activity area with adequately-loud music
- 1 cash box to keep money secure throughout the event

Top Tips

- Ask local stores to donate packs of plain white cotton socks or shirts, or really whatever they'll give you that's 100% cotton. When making your ask, be sure to refer to your group's mission statement and mention one or two future events/programs that you plan on funding using the money raised.
- Ask a dining hall supervisor or the manager of a local restaurant if they will donate a box of nitrile gloves for the event.
- Don't tie-dye on white cement or floors without laying out plastic coverings.
- Bring color prints of many different identity pride flags for color-combo ideas.
- **Bring pitchers of homemade orange juice, lemonade, ice tea, ice coffee, or smoothies and sell them at the event, especially if it's outside on a nice day! Drinks are best because you can enjoy them even with dye all over your hands.**

[Click on this link for instructions on how to tie-dye.](#)

[Click on this link for additional tie-dye pattern techniques.](#)

Event Instructions

Promote, promote, promote!

- Name your event—have fun with it!
- Choose a highly visible location to draw-in people passing by.
- Advertise your event at least 2-3 weeks in advance, in at least 4 different ways. For example, you could send emails, poster, table with large signs, get in the official school events calendar, create a Facebook event, use Instagram and Snapchat stories, and hand out flyers.
- Make sure all advertisement materials include:
 - Name of the event
 - Date and time
 - Location
 - Description of the event
 - Name of your organization
 - Names of sponsoring/donor organizations or businesses
 - What you're raising funds for

Get your money!

- Divide your total supplies costs by half the number of items you expect to sell.
- Add at least \$3-5 to that number—this will be the sale price.
- Get creative with package deals (e.g. Buy a shirt and socks, get a free cup of ice coffee.)
- Make sure you have single- and five-dollar bills in your cash box to make change.
- Designate somebody to collect Venmo payments. Put their @VenmoTag on clearly visible sign next to the cash box, and tell people how to label the payment (e.g. "tie dye").

Build your group's presence

- Bring an email sign-up sheet, a pen, and clipboard and ask everybody who attend your event if they'd like to sign-up to hear about future events like this one.
- Even if you break even on the fundraiser, the process of working together and promoting your event builds stronger relationships and heightens your group's visibility.

Reminders

- Tell everyone not to touch their tie-dye clothing for 8 – 24 hours, and to rinse their clothes with cold water before laundering them. Give everybody extra gloves so they can rinse-out their clothing without dyeing their hands.