

## Take 3 CEO Clean-Up Fundraising ideas

Now that you or your leader has signed up to participate in the Take 3 CEO Clean-Up, it's time to fundraise!

While there is no expectation to raise a specific amount of money per organisation, whatever your team can contribute will help Take 3 achieve its goal to raise \$100,000 from the Take 3 CEO Clean-up!

All funds raised will help Take 3 educate people on the impacts of plastic pollution through school education, community clean-ups and international campaigns. Raised funds will be allocated toward achieving our 2025 strategic goals:

- Remove 50 million pieces of rubbish from the environment
- Educate 3 million students on the impacts of plastic pollution
- Reach 30 million people worldwide with our message

Once you begin fundraising, you'll feature on the [CEO Leaderboard](#) to see how you're performing against other organisations and CEOs!

---

### Office-based fundraising ideas

**Donate your coffee day:** Designate a day to be 'Donate Your Coffee Day' and have staff donate the money they would've spent on their coffee to your fundraising campaign.

**Recycle drive: (Eco-friendly fundraising)** Get staff to bring in all of their bottles and cans to recycle, take them to your closest Return-And-Earn outlet, and then have your company or staff members match how much is raised.

**Swear jar:** Stick a swear jar in your office, club rooms or at home for any 'slips of the tongue'

**Brown bag It:** On a designated day, encourage everyone to make lunch at home and have each person donate what they would have spent on food.

**Eco-fines: (Eco-friendly fundraising)** Have a system of fines for anyone in the office who:

- Fails to turn off lights/fans/heaters
- Forgets to use their drink bottle or reusable cup over single-use plastic
- Leaves their computer on when away from their desk longer than 30 minutes
- Prints unnecessary emails

- Leaves taps running
- Uses fresh paper for rough drafts or messages
- Prints but then fails to collect and use what they have printed
- Puts something in the bin that could have gone in the recycling

**Boss's parking spot:** Ask your CEO, Director or anyone who has a premium parking spot if you can raffle off their spot for a day, week, or month!

**Win a paid day off:** Work with your Human Resources department to raffle off a paid day off.

**Casual dress day:** If you work in a place with a uniform, designate a day that everyone brings in a donation to wear whatever they want.

**Casual friday coin donation:** Bring a gold coin with you on casual Friday to grow the funds raised.

**Round-up your purchase:** If you work in a retail store or anywhere with a Point Of Sale system, have your IT department add an option into your POS program to round up transactions. Ask customers if they'd like to round up to the nearest dollar to support Take 3 For The Sea.

**Bake sale:** Run an internal bake-sale in the lunch room with gold coin donations, funds go to your organisation's Clean-Up campaign.

**Donation tin:** Put a donation tin at your counter, reception, Point of Sale and encourage your team to rally donations with each sale/interaction.

---

#### Staff engagement/event-based fundraising ideas

**Movie night:** Rent out a cinema, or create your own in the workplace, ask for a donation and get together to watch a classic! Take 3 suggests screening [BLUE The Film](#), [2040](#) or [Albatross](#).

**Trash art auction:** Host a crafternoon in your workplace using recyclables or other waste products to create an artwork, and auction off the pieces. You can also collect recyclable materials and hold a contest to see which attendee can make the most impressive creation.

**Scavenger hunt:** Organise a scavenger hunt and send participants running all around town. You can stick to the classic scavenger hunt where people have to find and collect items, or you could go virtual and have individuals or teams simply take a picture of an item or location. Give the scavenger hunt a plastic theme to relate to the cleanup.