



**Kin Canada**  
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## Fundraising Project Library



## Car Wash

### General Description:

A car wash is a great way to increase your clubs visibility in the community and does not take a lot of recourse, just some basic supplies. This type of fundraiser is however quite labour intensive so make sure you have recruited the right type of volunteers or that your members are up for a day of hard work. You can work with a local gas station to host the event there or in a parking lot at the corner of a main intersection as this will make you more visible and bring in more customers.

### Resources Required:

- ◆ One or more locations secured depending on the number of volunteers
- ◆ If using public property make sure proper permits are secured
- ◆ A car wash lead organizer
- ◆ A volunteer task list which can be used to assign volunteers to roles (washers, traffic controllers, donation collectors, promotion- people holding sign and attracting attention to get people to bring their car in for a clean)
- ◆ Cleaning materials, soap, sponges, hoses, buckets, towels, paper towels, glass cleaner, garbage bags, posters and promo material, rags, wax, etc.
- ◆ Lunch or snacks for the volunteers
- ◆ Required insurance and permits
- ◆ Cooler with water for volunteers
- ◆ Cash box with float
- ◆ Advance tickets
- ◆ Fanny packs for volunteers to keep cash in while on the go

### Pre-Event Activities:

- Contact National to verify coverage
- Secure venue(s) – work with local gas stations and businesses to secure a location
- Set date
- Obtain a certificate of insurance from National if required
- Promote the car wash
- Recruit volunteers
- Print advance wash tickets
- Sell advance tickets
- Alert local police of the car wash
- Remind volunteers to dress in clothing that can get wet

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Event Activities:

- Make sure cleaning materials are delivered to the site
- Make sure there is one person in charge of cash at all times
- Make sure all cleaning material stays free of debris such as pebbles, you don't want to scratch a customer's vehicle
- Play music, ask a local radio station to come out and provide the music
- Have fun

Post Event Activities:

- Clean up site
- Send in a record of your event and the success to National Head Office
- Take cash to the bank or store in a safe place
- Return any borrowed items
- Send thank-you letters
- Organize media follow up by sending out press releases
- Review the event and make note of any changes for next time or things that worked really well

Tips for Success:

- ◆ Make sure you are in a location that is easy to enter and exit
- ◆ Make sure the car wash is promoted at least ½ a block up so people have time to pull into the car wash
- ◆ Don't underestimate the value of your car wash, you can ask for a minimum donation
- ◆ When lunch arrives organize volunteers to break at different times so you don't end up with no one cleaning cars
- ◆ The more excitement and energy provided by the car wash the more successful it will be