

Carol Dawley - Fund Raising

I. Intro - Fund raising is least popular activity yet everyone does it

- A. Why do people give?
 1. They were asked and by the right person
 2. They care about the cause

KNOW YOUR DONOR AND WHAT CAUSES THEY WANT TO FUND!

B. Foundation -

1. Set goals - BE SPECIFIC - both in the project & the amount to be raised - focus your energy and the donors
 2. State your case - most people make up their minds in 90 seconds - have a "prepared speech" ready to give (concise, short, to the point) - answer the question "What's in it for me?" - Benefits of SCI
 3. Decide on fund raiser - consider the amount to be raised - consider a project theme (i.e. if you are having a carnival to raise funds for a medical project consider the admission is \$ plus a box of band aids)
- C. Involve everyone - have a committee to direct project but all are involved - some may prefer not to solicit - they can do the bookkeeping.

II. IDEAS

A. WHINE for Dollars -Monetary donations

1. Direct Mail - send letters with response cards - personalize envelopes - get names from a raffle - text "I am talking to you" - one person, not a committee signs letter - invite donor to be part of your group - establish a core of donors and send them special letters - letters arriving on Tues-Thurs receive more attention
2. Ask in person - business presentation (offer proof of 501(c)(3) -traffic intersections - special invitation functions
3. Collection cans or wishing wells
4. membership dues - various levels
5. telethons

B. FOOD - Glorious Food

1. Dinners - with souvenir/patron books - vary food, location and entertainment/ activity (i.e. silent auction)
2. work with a fund raising business to sell candy, cookies, pizza, etc. - Market Day
3. College - sell birthday cakes or exam treat
4. bake or bakeless sale
5. Christmas - cookie - house walk
6. lunches - Super Bowl - tail gate parties - boxed for teachers
7. concession stands at local events - ice cream social
8. lemonade stand at golf course
9. cookbooks - cooking classes - catering
10. wine tasting party

C, Things to sell

1. Logo (city is better than sister city) - clothes, jewelry, mugs, ornaments, plates, stationery umbrellas, cotton afghan, monopoly games

2. Miniatures

3. international products

4. Home parties - Pampered Chef, Logenberger baskets, Mary

Kay\

5. coupon books

6. plants - Christmas wreaths and trees

7. Garage sale - rummage (used clothing) sale

8. book sale

9. craft fair - hold your own and sell booth space or just

do a booth

10. raffle - trip, money, prize

11. recognition - trees, bricks in sidewalk

12. Calendars - scenes from your sister city - Remembrance calendar listing people's birthdays (also take adds)

D. Activity

1. Treasure Hunt/Road Rally

2. Bingo

3. Golf tournament

4. Race - bicycle - wacky (shopping carts, beds) - running - canoes - "ducks"

5. "A-Thon" - bowl - dance - jump or hop

6. Midnight - bowl - bike race or tour

7. Exhibition games - donkey basketball - sports tournament

8. Auction - silent - "penny" - regular

9. Dance - special theme - dance lessons (preteens as well as adults)

10. Classes - "Miss Manners" culminating in a formal tea - foreign language - baby sitting

11. Shows - concert - talent - musical/opera

12. Holiday photos of pet with Santa or Easter Bunny

13. pot of money

14. carnival

15. tours - gardens

16. activities for kids - Haunted House - school holiday

17. Fashion show - try to get hair styles donated as well

18. Table Quiz - Trivia for all

E. What can students do???????

1. Wash - cars, pets, airplanes, windows, floors, golf clubs

2. Collect - pennies, newspapers

3. Carnival booths - paint faces, make your own button, zany photos,

4. Work day

5. sing Christmas carols "telegrams"

6. honor a special day at school by distributing items to

special people - i.e. red heart lollipops on Feb. 14th

7. make videos - of your city
8. CD screen saver

F. In Kind Donations - wish list in newspaper - partner with Rotary
- buy a specific item rather than just donate funds

1. location - meeting - office space - fund raising site - storage
2. transportation
3. items for raffle, auction, etc.
4. food for events
5. legal and accounting assistance
6. sponsor an event (i.e. bicycle shop gives T-shirts with their logo on it for bike race)
7. boxes for shipping and storage
8. entertainment for visitors
9. copying
10. entertainment
11. engraving/trophies - thank you gifts, commemoratives
12. bank accounts
13. flowers and decorations (posters)
14. Hotel rooms for guests
15. business promos - pens, calendars
16. volunteers to help with mailing, stuffing - try nursing homes
17. communication (walkie talkies)
18. videos - transfer video from our format to European format - making one of your city

G. Grants- get info from SCI, local college/university, Congressman, State Humanitarian/Arts Council

H. Conclusion

1. Thank ALL who participated - volunteers and those who made donations
2. Ideas must be FUN