

Fundraising 101

Or, how to ask a complete stranger to donate something to an organization they know nothing about

Important Considerations

- Identify your fundraising goal. What does your organization need? For what purpose are you raising funds? Do you need to generate \$\$ for programs, scholarships, etc.?
- Have something to show the group to get it's buy-in in order to get the group to commit to a fundraising activity.
- Keep a list of past-donors and what they donated so you can reference their past contribution
- Are you targeting the right donor? Are you always asking the same people to donate?

5 Steps to Fundraising Success OR How Can Our Group Make the Most Amount of \$\$ with the Least Amount of Effort

- Get Organized
 - What are you raising the money for?
 - How much are you trying to raise?
 - How many people need to help to make it successful?
 - People are goal oriented. If you are going to give a prize to the person who raises the most \$\$... announce it at the beginning.

Finding the Perfect Product

- Do your HOMEWORK!
- Find something that interests EVERYONE.
 - Hardware / Peripherals
 - Build a computer; printer, scanner, digital camera
 - Software bundle
 - Training classes

Be On Time

- Everyone needs to turn their tickets, etc. in on time. If not, participants will be stressed and customers will be unhappy.
- It's vital to keep your customers happy so they will be willing to purchase from you time and time again.

Why Give? Why Not? What Motivates Giving

- Tax deduction (include info regarding 501(c)3 so they know the donation is tax deductible). Not a 501(c)3? Include your EIN number.
- Belief in the organization
- Personal experience with the organization
- To make a difference
- Because the right person asked
- The product you are 'selling' is something they can use

The Letter!

- Always put your 501(c)3 or EIN number in the letter
- Decide whether U.S. mail or e-mail would be more appropriate.
- Make it Clear. Provide information so reader gets a well-defined picture of what you're asking for and where the \$\$ go
- Make it Complete. Who, What, Where, When and Why - include them in your letter
- Fight the desire to detail to death. Just give the big picture.
- Make it Interesting. Tell stories when you can -- our 2003 scholarship recipients were delighted upon learning that they were to receive monies toward the fall semester of their business degree program at Pierce College

The Letter (cont'd)

- Target the Area you Serve.
- Strive For a Creative Mailing. Use hot-color paper & envelopes, print a graphic on the envelope something to get them to open the envelope.
- Website. Add website address to letter so prospective donors can check out the organization. If you are asking for a donation that will benefit a scholarship program, make sure the program is referenced on the web page.
- Donor Recognition. Let them know they will be recognized in the monthly newsletter, on the website, etc.....

Following Up After the Request

- The all-important thank-you note, post-card, e-mail
- A follow-up thank you phone call.
- A copy of the newsletter containing their name.

50 / 50 Raffle

- Attendee receives 50% of \$\$ collected and organization receives 50% win/win for all
- Member Time - None
- Member Effort - None
- Someone needs to sell the tickets
- Effortless fundraising all year round!

Roll-over Raffle

- Attendee receives 1/3 of \$\$ collected; organization receives 1/3; and 1/3 rolls over to the next meeting
- You need 9 playing cards + a joker
- Person with winning ticket draws a card. If he/she draws the joker, they get the whole pot. If not, they receive 1/3, etc. as noted above.
- Member Time - None
- Member Effort - None
- Someone needs to sell the tickets
- Effortless fundraising all year round!

Raffle Prizes

- Tickets sold to attendees
- Group gets all profit
- Member Time -- minimal
- Member Effort -- minimal
- But, someone needs to solicit the prizes

Klassic Specialties www.klassicspecialties.com

- Almost everyone buys inkjet and/or toner cartridges and photo-quality paper. Klassic Specialties offers a 5% discount to person placing order and 5% to organization. Products are sold at computer show discount prices. Check is mailed quarterly.
- Member Time - minimal
- Member Effort - minimal
- Effortless fundraising all year round!

Recycle4Dollars.com Recycle Inkjet Cartridges

- Fact: 400,000,000 printer cartridges are dumped into landfills annually. It can take over 10 centuries for the plastic to decompose.
- Bring empty inkjet cartridges to meeting.
- Does your work recycle? If not, ask if you can add them to the group's fundraiser.
- Get the message out to friends & relatives.
- Turn it into a routine for everybody.
- Make contribution by recycling. A true win-win.
- Groups receives \$2.00 per cartridge. Postage is FREE and added to check that group receives.
- Effortless recycling and fundraising all year round!
- Member Time - minimal
- Member Effort - minimal
- But, someone needs to complete form, box up the cartridges & mail them.

Restaurant Night

- % of sales go to group -- either during specific time or all day, depending on restaurant
- Hand out flyers to friends, relatives, co-workers
- Publicize in newspaper
- Member Effort - minimal
- Member Time - enjoyable meal

The Legalities

- Non-profit raffle program regulations can be found for California at <http://ag.ca.gov/programs.htm>
- There are forms that need to be completed!
- Check your state page for legal requirements.