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## CLUB *TIPS* for FUNDRAISING

Some clubs use only member dues to support their programs and special events. However, most supplement those dues with dollars earned through fundraising projects.

Many clubs have “tried and tested” fundraising events: an annual resale, an online auction, in-person raffles. Others search for ways to freshen up annual events or create new or unique fundraising projects.

Clubs may hold several small events, one large one, or a combination of both. It really depends on the members of a club. Since most projects involve the entire membership, it is always a good idea to have a vote on the project to ensure that there is ample support.

### **How do you we get started?**

The club Treasurer and Budget Chair can offer a snapshot of your club’s finances. Club members then need to determine how much money they want to raise in order to pay for club activities and programs.

Some clubs also have a Fundraising Chair exclusively devoted to developing ideas and bringing them to the members for their approval. Others appoint volunteers specialized to specific events, such as the resale chair or auction chair.

**Support** beyond your board and chair is extremely important. The key to success in any fundraiser is to get as many members as possible to participate. Asking members to contribute items or donate time will help.

Determine whether the fundraiser will be held **in-person, online, or both.**

**Select a date** that won’t be in competition with another community or school event. If you’re planning to sell or raffle something during a club meeting, make sure it’s a date that doesn’t conflict with community or school events. Allow enough time to plan and arrange the many details. Trying to do something in too short a time can lead to disaster. Avoid holidays, both school and national, as many people will be gone over long weekends.

**Work up a budget.** It usually costs money to put on a fundraiser. You may have to pay for merchandise or prizes. Based on the projected income from the event, estimate how much your club can afford in expenses; then stick to the budget limit. Keep costs low by relying on volunteer help, donations and contributions of goods or services as much as possible.

**Have a checklist of things to be done** and set deadlines for their completion. These jobs will range from handling a publicity campaign to finding storage space for prizes to making posters or signs and locating sponsors. Check off each task as it is assigned and again as it is completed. This allows you to keep tabs on what remains to be done at any stage of preparation.

**Offer Online Forms.** These give each club member a way to download the plans for the fundraiser and track their own participation.

**Be sure to think through any possible problem areas.** Are there legal needs? Will you need to collect or pay taxes? Do you need insurance? If you must sign a contract, do you fully understand it? Remember that shoplifting

could be a problem. You might think these things don't apply to you, but it is better to check them out as any one of them could ruin your event. ***Please see Multiples of America's Club Tips for Group Exemption for information regarding tax exemption status under National's umbrella.***

Just before the event, go over all lists to make sure everything is covered and all tasks are done. These lists and records of planning, promoting, and staging the event will be useful in completing a final report. Whether the fundraiser is a success or not, these records and reports are a must for your file. They can be invaluable to the Chair next year or five years from now.

When the event is over, the receipts tallied, bills paid, and a report written, follow up by sending **thank you notes** to every person and firm that contributed in any way to its success. Even the most enthusiastic volunteer workers and helpful business firms like to be recognized for their contribution.

### **SUGGESTIONS FOR FUNDRAISING EVENTS:**

#### Auctions:

- Backward Auctions: A way to keep the fun going when you only have a few, high ticket items. Instead of drawing one winning ticket, keep drawing tickets throughout the evening until you're down to the last ticket. The last ticket left in the bag is the winner!
- Craft Auction: Usually held in the late fall or early winter months. Ask members or local entrepreneur who are artists and crafters to donate an item (or two).
- In The Bucket Auction: Tickets are sold for perhaps 50 cents each. All items (there should be many) are displayed with containers in front of each. Each person puts a ticket in the container before the items she wants and at the end of the evening, one ticket from each bowl is selected to determine the winner.
- Online Auctions: Place your auction items online and let anyone, anywhere bid on them. Items can be designated for local pickup (at a specified time and place), or email delivery for coupons and certificates. Several online companies can help with setting up the auction site and online payment for a fee or a percentage of the profit.
- Penny Auction: Several ways to handle this. One way is to charge admission and then bid in pennies.
- Silent Auction: Slips of paper are placed under each item with the suggested beginning bid price. The first person writes her bid and another person will increase the bid. This continues until the given time for bidding is called. The last name (usually the highest bidder) then gets the item. This type of auction can be going on while yet another type or another part of an event is being held.
- Timer Auction. Another fun way is to have the auctioneer set up a hidden timer and pass around a plastic container with those wishing to bid put in a pre-purchased ticket. The last one to put her ticket in before the buzzer sounds is the winner.

Bake Sales: Are always popular...how about a NO-BAKE sale, where each member donates the amount they would spend to make something?

Bazaar Table: Gourmet items; white elephant table; plants go very well, too.

Beat the Goalkeeper: Pick the best hockey or soccer goalkeeper you know and invite people to try to score a goal for a prize. Every participant has to pay to play.

Company-Sponsored Parties: Profit the club instead of the hostess...Tupperware, 31 gifts, Creatively Belle, Boon Supply, Pampered Chef, PaperPie (formerly Usborne Books), Discovery Toys, etc..

Companies That Sell: Candy, cookie dough, lollipops, pizza, candles, magazines, stationery, garden products, jewelry, T-shirts, or just about anything. You can search for these opportunities online. Be sure to know the percentage or profit allotted to the club for each sale and identify whether a product has to be pre-purchased in bulk or can be purchased online individually through the company website.

Cookie fundraiser: Sell sets of shaped cookies, icing bags, and sprinkles. Bunny and flower shapes for spring, pumpkin and character shapes in the fall, holiday shapes in winter.

Garage/Rummage Sale: Can be held at a private dwelling or set up at a school or community gathering spot, indoors or outdoors. Can be held as a large group event, with each member hosting individual booths, or online.

Holiday Decorating: Charge a fee for holiday decorating. Get creative and consider holidays year-round. It could holiday light decorations in December, roses and balloons in February, bunny tracks and an egg hunt in Spring, or more.

Photo Shoot: Grab a good digital camera. Set up some fun backgrounds. Charge a fee for each photo. Photos can be professional looking or fun shots.

Quarter Mile: Challenge club members to collect quarters as donations. The objective is to collect enough quarters to line up to a quarter mile (or more). Make it a family fun event when you come together with your donations and line up the quarters. Measure out the distance at your venue prior to the day.

Restaurant Percentage Night: Local restaurants in some areas sponsor nights for nonprofits. Restaurants give a donation for each dinner purchased when the patron mentions your club. Check with local restaurants to see if they have a percentage night program.

Rock-a-thon: Host a community rocking event. Find a fun place to set up. Gather rocking chairs. Perhaps add some music. Ask for pledges to see how long you can rock in a rocking chair. Supporters can donate a specific amount (\$5) or an amount per hour. If it's a public place, have some flyers about the club on hand. You may even gain a few new members!

Shoe Drive: Turn old shoes into cash. Groups like Funds2Orgs help with the organization and shoe pickup.

Spare Change: Ask club members to collect spare change from around home and bring it to a club meeting. Make it fun by grouping members into teams prior to the meeting, then the team who brings in the most change wins a small prize.