

# Fundraising: 101

## A Non Profit Fundraising Toolkit

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BryteBridge  
Nonprofit Solutions

## Fundraising 101: A Nonprofit Fundraising Toolkit!

We commend you for taking the steps toward growing your nonprofit organization!

Managing a nonprofit is very rewarding but also very complex. In addition to providing services, you must recruit volunteers, market, and fundraise.

As nonprofit experts, we understand how exciting yet overwhelming the fundraising process is. We created this Fundraising Toolkit to help guide you along the way.

The **Fundraising Toolkit** contains information and resources to help you through the planning process and begin raising money. Here you will find resources, tips, and checklists to help you plan fundraisers, excel at marketing your events, find ideas to build from, and much more.

Sincerely,

**BryteBridge**  
Nonprofit Solutions



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# **Developing a Fundraising Plan**

## **A Step-by-Step Guide**

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## Creating a Fundraising Plan

The purpose of a fundraising plan is to have a document that clearly defines the overall fundraising efforts of an organization. You need a fundraising plan to:

- Help you recognize what you have to work with
- Define what you need
- Select your market
- Choose your fundraising vehicle
- Organize the steps to put the fundraising plan in place
- Demonstrate to the outside world that you are organized

Before your organization begins any fundraising efforts, it's crucial to ensure it can legally solicit donations in your state of operation. Most states require nonprofit organizations to register as a charity before asking for funds. Contact BryteBridge's team of experts to discuss the requirements in your state before conducting any fundraising activities.

## Step One: Define The Big Picture Of Your Fundraising Plan

Ask yourself the following questions:

- What programs or projects are you raising funds for?
- What resources do you have?
- What resources do you need?
- What are your fundraising goals?
- Which fundraising vehicle is the right one to use?
- Which market do you want to target?

These questions will serve as the foundation for your fundraising plan as you define the resources needed and those you already have.

## Step Two: Identify Your Need

Most nonprofits have four primary fundraising needs:

- Programs
- General Operating Costs
- Capital Campaigns
- Building an Endowment

Identifying your fundraising need is essential. Once you have specified your needs, apply these questions:

- Why do we need this?
- What tasks are involved?
- How much will it cost?

Note: Your answers should be focused and time-specific.

## Step Three: Access The Resources You Have

You may not realize how much information is already available for you to use. If your organization has done fundraising in the past in any organized way, you may be able to find the following essential items:

- The current and potential donor list
- Histories of how much has been raised in the past
- Fundraising strategies used in the past and how effective they were
- Any market studies done to measure the public awareness of your organization
- Public relations materials used in the past
- Staff or volunteer database
- Board members experienced in fundraising

Get all your ducks in a row. Investing some time now to find out what's been done before can save you valuable time and help you to focus your efforts and resources.

## Step Four: Determine What Resources You Need

After you have a sense of what resources you already have, you can determine your needs. This is more than the funds, of course. These resources might include:

- Update mission statement and goals
- Board members
- A donor list
- A team of volunteers
- An assessment of public opinion regarding your organization

## Step Five: Set Your Goals

You'll definitely need to get your board involved in this area. They are, after all, the ones ultimately responsible for the financial stability of the organization. Think about the financial needs of the organization. This section should include a financial projection for the present, short-term, and long-term periods.

- **The present:** funding a new program, acquiring a new vehicle or technology, the salary of a special speaker, etc.
- **The short-term:** this may be the next quarter or next year, until a specific program ends, etc.
- **The long-term:** may be a five-year plan, a plan for an endowment fund, a new building, etc.

## Step Six: Choose the Right Vehicle

A fundraising vehicle is any campaign, event, or grant you will use for your overall fundraising strategy. Once you've decided where to go with your fundraising efforts, you must choose the right fundraising vehicle to get you there.

What are the standard fundraising vehicles?

- **Annual Campaign:** A yearly fundraising campaign to raise support for operating expenses. It may include e-mail campaigns, social media campaigns, individual or corporate donations, or special annual events.
- **Major Gifts:** These may be one-time or repeated large gifts to support a particular program, project, or improvement.

- **Capital Campaign:** Increases the assets of the organization's holding. This extensive fundraising program calls for high-level gifts often paid over several years.
- **Planned Gifts:** Add to the endowment of the organization. These gifts are usually made from a donor's estate; they are large and carefully planned.

*Note: When you hold special events such as black-tie dinners or walk-a-thons, the proceeds can go wherever you need them: the operating fund, the capital campaign, a specific program, a special project, or the endowment fund.*

## Step Seven: Identifying Fundraising Markets

The next step is to identify your markets. From where do you want to raise your funds? The best fundraising plans don't focus too heavily on any area but mix and match constituencies.

Remember:

One of the biggest downfalls of local fundraisers is the need for more knowledge of their community. Learn who comprises your target audience, what will attract potential donors to your cause, and whom you may realistically tap for funding.

Before you begin, ask yourself the following questions:

- Can you profile potential donors?
- Who will be interested in helping meet our goal?
- Can you reach these people?

**Some potential markets include:**

- **Individual Donors:** Try to target those who may have been personally touched in some way by your cause.
- **Affinity Groups:** Professional associations or special-interest groups can be a good source of short-term programmatic funding.
- **Churches:** Depending on the relationship you can build with sponsoring churches, you may receive specific program support or ongoing operational support.
- **Corporations:** Corporations are usually more interested in funding a specific program-something they can see their name on rather than providing for operational



expenses.

- **Foundations:** Foundations are usually interested in helping provide solutions, which means specific programs or projects.
- **Governments:** Similar to corporations (but with much more red tape), the Federal, State, and Local Government may have funding opportunities to supplement program-related expenses, staff salaries, and operational support.

Begin with those closest to you- people you see often, vendors you work with regularly, and community organizations that you are affiliated with. As your circle widens, so will your market.

## Step Eight: Budgeting Your Fundraising Efforts

You've undoubtedly heard the phrase, "you need money to make money." To meet your goals effectively, you need to walk a fine line that includes careful planning, budgeting, and accounting for the monies you bring in and spend.

When planning out the expenses of your fundraising program, be sure to consider costs in all the following areas (not all will apply to every organization):

- Salaries and Wages
- Pension Plan Contributions
- Employee Benefits
- Payroll Taxes
- Supplies
- Telephone
- Posting and Shipping
- Facility Rental
- Equipment Costs
- Printing of Publications
- Travel

So how much money does it take to make money? Different types of vehicles require different investments, ranging from \$0.10/dollar raised through major gifts, \$0.50/dollar raised through special events, to over \$1.20/dollar raised through direct mail campaigns.

Some nonprofit organizations make it part of their "good stewardship effort" to keep their overhead costs as low as possible. The United Way, for example, prides itself on keeping overhead costs to less than 10 cents on the dollar.

## Step Nine: Drafting the Plan

Now that you know your basic needs, you're ready to put them down on paper and up for debate. As you write your fundraising plan, remember to include the following items:

- **A clear statement of your mission**
- **Your case statement explaining what you are fundraising for**
- **Your fundraising goal**
- **Your selected vehicle**
- **Your targeted markets**

Write up the plan, including specific information, such as the overall time frame, the benchmark goals you want to reach during that period, resources you will use, campaign leadership information, and the budget.

## Step Ten: Implement Your Plan

Once you have everything planned on paper, it's time to put it into action. Gather together your team and get to work! Good luck!



# Organizing Your Fundraising Team

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## Organizing Your Fundraising Team

Now that you've got a goal to work toward, how do you develop your human resources in the best manner to achieve your fundraising goals? You will need to set guidelines for volunteers or staff members, form committees, divide responsibilities, and shift the workforce from one task to another whenever necessary.

## Finding Volunteers

Growing concerns for family, children, and the environment have spearheaded the growing trend in volunteering.

### Volunteers will get involved because they:

- Are passionate about the cause
- Want to give something of themselves
- Want to hone or use skills they may not get to use often
- Are looking for experience to add to their resume
- Want to do something worthwhile for other people
- Are you looking to meet people and socialize while doing something constructive

### How you can find good volunteers:

- **Know What and Who You Need:** Identify where you want to enlist volunteer help. Have specifics, jobs, times, tasks, and relationships in mind. The more you plan these areas, the better your chance of finding and keeping the right volunteers.
- **Plan Where You Want to Look for Volunteers:** Where would you find good volunteers for your charitable organization? Looking in a vet's office for volunteers for an animal shelter is a good match. You may find willing participants for your literacy organization among schoolteachers.
- **Start With Your Board:** Introduce the idea of building your volunteer group at a board meeting. Ask board members to suggest people they know who may be interested in

serving on a committee or volunteering their time.

- **Review Your Volunteer List:** Take a look at your existing list. Who else could be included on the list? Do you see patterns in the volunteers' other activities? For example, do some volunteers belong to a gardening club that may be an excellent place to make a presentation for your organization? Do some belong to a fraternity or a civic group?
- **Families of Volunteers:** Often, the families of volunteers are a good place to find volunteers and donors. Volunteerism among teens is growing and presents a great opportunity for progressive-minded charitable organizations.
- **People Served by Your Organization:** Have you considered your clients as a possible source of volunteers? If you work for a small business development center, it would be a logical step for someone who has learned valuable business techniques to be interested in passing them along.
- **High Schools and Colleges:** Students often seek community service credits or may be interested in your cause but need help figuring out how to start helping. Make it easy for them!

## Selecting Leaders

For any fundraising project, you will need to select or elect a leader to oversee all aspects of the event. Once you have sold your troops on raising funds, an effective leader makes the people they lead feel good about them and enjoy their work. The success or failure of a fundraising project can be primarily based on the workers' enthusiasm because they are the heart of the project.

The most significant set of skills a leader can possess are people skills. After all, you can be an expert at setting the budget, following your calendar, and lining up the resources necessary to pull off your fundraiser; however, if no one follows your lead, you are not a leader.

### Important people skills include:

- Listening when others talk
- Doing your research so you're well-versed in your fundraising cause
- Delegating work to others
- Giving people latitude to utilize their skills (Don't micromanage!)
- Seeking out the opinions of others
- Monitoring people's work closely but from afar

- Keeping others apprised of the progress of the fundraiser
- Remaining calm under pressure and getting along with various personalities
- Knowing when you need to ask for help
- Providing encouragement and showing appreciation

Whether dealing with volunteers or donors, a leader must be encouraging and show a degree of flexibility. They will need to be accessible to address concerns, answer questions, and solve conflicts. An effective leader should know as much as possible about the cause, the fundraising goal, and how to produce and promote the fundraising activity.

### **Ways your team of volunteers can get involved in your fundraising project:**

- Serving on a development committee
- Helping find sponsors for special events or publications
- Writing, printing, or addressing letters
- Working the phones
- Serving at a special event



## Setting Guidelines

You should always set up procedures to follow for fundraising activities. The level of formality of such guidelines, and the protocol you will follow, will depend on the size and structure of your organization, as well as the fundraising activity you have in mind.

Be concise and clear. Guidelines should define how the fundraising plan should be carried out in concise and clear language. All primary activities should be included, such as promotion, programming, administrative duties, etc. The responsibilities of individuals or committees should be outlined, with details included, to ensure everything is clear. While you don't want to pigeonhole people, you want to provide them with a job description to turn to when doing tasks.

### **Some common key team members and responsibilities may include:**

#### **Person in Charge:**

- Pitch the idea to the group and get them to approve it.
- Find volunteers.
- Make a timeline starting six weeks before and up to one week after the event.
- Look over the descriptions of other assignments.
- Make sure you feel confident that each volunteer is capable and willing to do their assignments.
- Regularly check to make sure assignments are being met.
- Follow up with the team.

#### **Location and Site Locator:**

- Find a visible high-traffic location.
- Contact property owners.
- Get insurance for the event if property owners desire such.
- Discuss traffic flow with the property owner.
- One week before the event, write a confirmation and thank you letter.

### **Publicity Coordinator:**

- Call all applicable local publications and submit information to the Community Calendar sections.
- Call the radio stations.
- Make sure they put the event on the Public Service Announcements (PSA's) schedule.
- Call local reporters and let them know of your event.
- Make signs.
- Make wrapped coffee cans for extra donations.
- Write a letter to the editor of your local newspaper two weeks before the event.

### **Supplies Needed Person:**

- Round up all supplies needed for your event.
- Collect signs from the publicity person before the event.

### **Shift Scheduler:**

- Make sure you have enough volunteers to come out on the day of the event.
- Have exact names and times, and make sure the volunteers know when they are working.
- Have phone numbers for all your volunteers.
- Call and confirm with each person the week of the event.

More significantly than how each task should be done, the guidelines should set the tone for how transactions and interactions with other people, including donors, should be conducted. They are a matter of shaping the overall parameters of the fundraiser.

### **For example, areas that need to be addressed might include:**

- How to explain information about your goal to a prospective donor
- How specific concerns or complaints are to be addressed
- What the procedure for moving to a contingency plan is, and who makes such a decision
- What to do if someone is injured or takes sick during your fundraising event
- Who is in charge of ordering from vendors, and what procedures should be followed



- What does and does not need to be presented for board approval
- If the board is not involved, who makes decisions on each aspect of the project
- Who can call a meeting, and what is the procedure for taking a vote

Having written guidelines for your team from the beginning can come in handy if anyone questions how you handle specific procedures or if you are accused of being unfair to a particular volunteer or group of volunteers. It assures everyone knows the rules and how things are to be handled.

## Showing Your Appreciation

Your team's hard work and time commitment should always be acknowledged. Don't let those working hard for your cause feel that their efforts are going unnoticed. You may want to mention those individuals in your newsletters, send out thank-you cards, or take them out for coffee and dessert. Such gestures go a long way in lining up volunteers for next year.

No matter how you do it, volunteers must know that their work is appreciated. Hearing thank you is part of the volunteer pay rate and essential to the job.



# **Simple Fundraising Ideas**

## **Simple Events to Get Started**

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## Simple Fundraising Events

Event	Preparation Time	Execution Time	Sales Projection	Comments
Hershey's Chocolate Sales	2 days	2 weeks	\$720	Based on 10 cases sold. 40 bars per case.
50/50 Split The Pot Raffle*	1 week	1 day	\$500+	A week for ticket sales. 50% profit.
Spaghetti Dinner	2 weeks	1 day	\$750+	Visit local Supermarkets with letter to request free food and ingredients.
Community Yard Sale	1 month	1 day	\$750+	Takes planning to secure a good location, recruit donors, and coordinate with upcoming events in your community.

*\*Note: While most states require some form of charity registration before an organization can legally solicit donations, some states also have additional compliance requirements for organizations running gambling, raffle, or bingo events. Consult BryteBridge's team of experts before embarking on any fundraising event to ensure your organization remains compliant.*

## Bowl-A-Thon

A Bowl-A-Thon is a fun way to raise money for your organization while including the community and obtaining awareness!

### Preparation

Your organization plans to bowl at a bowling center in your community. Reserve your date and time for the game(s) in advance. When you call to make reservations, speak with the manager. Make sure to let them know it is for a charity event. Most bowling alleys will allow you to rent out several lanes for a certain number of hours at a discounted rate and offer your participants discounts on food/drinks.

You will need to create sign-up sheets to register your teams. Make these available to members of your organization, schools, churches, and local businesses. You'll want to try and do this early so you have time to register as many participants as possible.

You will also need to create sponsor sheets for the registered participants. They will, in turn, get their friends, families, and co-workers to sponsor them on a per-pin basis.

Finally, you should create prize info sheets to inform participants what items they could win! You should make a financial prize allowance for the top three highest-scoring bowlers. Other prizes should be made available to those raising the most money. Check with local restaurants and retail stores to see if they'd like to participate by donating prizes. Don't forget to mention their generosity on your prize sheets!

### How does it work?

Each team will consist of five players, one team chair, and four others (one is deemed the scorekeeper). These teams will be set when they send in their sign-up sheet.

Each team plays three games. Plan on 3-4 hours, each lane having three teams playing three games.

All bowlers need to raise money to sponsor their total score for three games. You should require a minimum of 5 cents per pin bowled, but try to get more than that.

Bowlers will use the sponsor sign-up sheet to record sponsors. Each participant must bring this sheet when they bowl so the score can be recorded and they can collect their pledges.

Pledges per pin are multiplied by the total score to equal the amount to be collected. For example, if a bowler bowls 250 pins and a sponsor has pledged 5 cents per pin, a total of \$12.50 would be collected from the sponsor.

The more sponsors a bowler has, the more money they can raise for your organization. If your participants are given a donation, please record it in the flat donation column and the "Total Due" column, and leave the "Pledge per Pin" block blank.

Encourage each bowler to raise a minimum of \$100-200, depending on your goals.

After your unit bowls, each participant will return to the sponsors and collect their pledges. When all pledges have been received, your organization can send out prizes you have deemed. The monies collected will be sent to you.

## Event Day

Have the Bowl-A-Thon Coordinator (you) at the bowling center when participants arrive.

Try to obtain a D.J. and make the atmosphere fun!

Sign up all participants on a control sheet and collect all sponsor sheets to give to the team scorekeepers.

When a team finishes bowling, have the scorekeeper write all scores on the Bowl-A-Thon Pledge/Sponsor Sheet. The coordinator will transfer these scores to the control sheet and return the sponsor/pledge sheets to the bowlers.

Make sure the coordinator has a calculator and pens for the bowlers.

Make this event fun and inexpensive (free) for the bowlers.

\*\*\*10 teams, raising \$500 = \$5000!!!!!!

## Charity Walk or Run

A charity walk or run raises money for your cause by capitalizing on people's desire to help while having fun and getting in shape.

### Instructions

#### Step 1

Sit down with key people in your organization to get things going. Discuss your budget for the event and how many volunteers you have available to assist.

#### Step 2

Identify the program for which you need support. For more significant support, plan your event during other times of recognition for your cause. (For example, American Heart Month or American Diabetes Month.) Set a date—rain or shine. Choose a starting time, and determine the length of the race and the route. You'll need to look into what areas are available for this purpose.

#### Step 3

Decide how many participants your team and the course can handle. Planning an event with several thousand runners or walkers differs from one with several hundred. Remember, the more participants, the more spectators come to watch!

#### Step 4

Set a registration fee. For a short race like a 5K, charging participants a fee is preferable to having them line up sponsors who pay by the mile.

#### Step 5

Hold your initial planning meeting. Establish procedures and discuss policies for registration, media relations and publicity, volunteers, safety, traffic management, first aid and other services, food, restrooms, accommodations, cleanup, and entertainment.

## Step 6

Approach potential sponsors to help finance, publicize, or even organize the event. Contact an athletic or sporting-goods store, a running club, a podiatrist, and local sports heroes. Solicit corporate donations for water, energy bars, other snacks, and sports drinks to be handed out along the route and at the end of the race. Sponsors always want to promote their products with giveaways such as T-shirts, caps, and water bottles.

## Step 7

Contact law enforcement agencies about local ordinances, road closures, traffic barricades, crowd control, and security issues.

## Step 8

Get the word out to as many volunteers as possible. Contact a local TV station to see if it will get involved in helping you publicize your event.

## Step 9

Organize training sessions before the event. Everything will run much more smoothly on the event day if everyone involved knows precisely what they are in charge of doing.

## Tips and Warnings

- At the start of the race, position volunteers with pace signs reading "7-minute or less mile," "8-minute mile," "9-minute mile," and so on. Runners start behind the sign that best describes their pace. This way, you ensure that the rabbits don't trample the slower runners.
- Depending on the number of participants, you may want wheelchair participants, walkers, or anyone running slower than a 12-minute mile to start early.
- Have a shorter race only for kids before the main event.
- On race day, delegate as much as possible to your staff. As a race director, you should not be in charge of one specific task but act as the troubleshooter, ensuring the overall event runs as planned.
- Set a cutoff time at the last checkpoint and have the sag wagon pick up those who need a ride.
- Always have more supplies, food, water, and volunteers than you think you'll need.

## Hershey's Chocolate Sales Programs

A candy fundraiser is one of the easiest ways to raise money. Most groups, such as schools, sports teams, churches, or other organizations with several sellers, can do well with a candy fundraiser program. You can sell the chocolate at school, pep rallies, sports events, church services, businesses, grocery stores, or just person-to-person. The following steps will get you started on your candy fundraiser.

### Establish a Fundraising Goal

Determine what your group's goal is for this fundraising endeavor.

Determine how much money the group has to invest in your candy purchase. You can plan on making at least a 35% profit on all sales.

Increase the goal based on the number of sellers, passion/response for programs, and time.

### Designate a leader for the program. Consider Someone Who:

- Is reliable.
- Has the time available to see the program through to completion.
- Has good organizational, motivational and communication skills.
- Has an amiable personality.

### Organize a Fundraising Team

- Invite many people to participate in the fundraiser.
- Maintain a list of members and their phone numbers.
- Assign one person to be responsible for collecting the money.
- IMPORTANT: Review Safety Tips with all sellers.

### Decide What HERSHEY'S Products, When and How to Sell Them

- Choose the HERSHEY'S Products you want to sell. Visit <http://www.hersheys.com/fundraising/products/assortments.asp> for choices.
- Select a start and end date for your fundraising event (candy sales typically last two weeks).



- Avoid holding your fundraising event during a holiday.
- Choose a HERSHEY'S distributor and ask for the HERSHEY'S product you want to sell. (See Choosing a Distributor for more info.)
- Remember, HERSHEY'S assortment of candy carriers convert to counter displays for offices and businesses.

## Promote Your Fundraising Event

- Print out a promotional sign to display with your HERSHEY'S candy carrier. (See Sign Template)
- Distribute printed flyers around the neighborhood, at grocery stores, organization functions.
- Solicit free radio or TV advertising. (See Working the Media under fundraising resources.)
- Print an ad in your organization's bulletin.
- Discuss the fundraiser at organizational meetings and events.
- Make sure to let everyone know that each bar comes with a Subway coupon!

## Collect the Money

Determine a deadline to have all the money given to the assigned money collector.

## Recognition

Celebrate a successful sale! Recognize all and award special prizes to the top sellers.

## Incentives

Contact your distributor to find out more about special incentives and rewards.

Mail in your coupon with the invoice to claim a FREE 5 lb. Hershey's milk chocolate bar for every 8 cases that you sell.

For more information on incentives, visit <http://www.hersheys.com/fundraising/incentives/>.

## 50-50 SPLIT THE POT RAFFLES

A 50/50 raffle is the easiest to run and has the bonus of a minimum initial outlay. There is no need to pre-arrange prizes or worry over what to offer as the next prize, making it easier to enroll volunteers. And, of course, cash is king -- everyone could use more cash!

### The Basics

A fringe benefit of raffles is that there are no high upfront costs, no inventory or product to stockpile, no orders to take, and no product to deliver except winners' checks. Also, success is independent of advertising. The advertising is done one-on-one as people sell tickets. This is an excellent idea for any size group, from just ten people to hundreds.

50-50 raffles involve the sale of raffle tickets, with the proceeds being split evenly between the winner and your organization. 50-50 raffles can be held at another party, event, or sporting event. Tickets are sold before and during the event and the raffle occurs at the end. The winner receives  $\frac{1}{2}$  the proceeds from the raffle, with the other  $\frac{1}{2}$  of the proceeds going to the charity.

### Preparation

Your only expense is the raffle tickets. You may purchase a double roll of tickets from a party store or create your own tickets.

You will also need to enlist volunteers to sell tickets.

Raffle tickets typically sell for \$1 a piece, with an incentive for multiple purchases such as three tickets for \$2, or 5 tickets for \$4, etc. Using a price incentive for multiple tickets can often increase your total sales and builds a larger 'pot' to split with the lucky winner.

For more upper-scale events, you may choose to sell \$5, \$10, or \$25 tickets.

Ticket sales should begin about two weeks before the event. Sales should continue on the day of the event, with the raffle to be held near the event's closing.



## Community Yard Sale Fundraiser

Ask all your friends and neighbors to participate in the yard sale. They will be happy to clean out their basement or garage for a good cause. Put up flyers or place an ad in the paper with all the details and directions for your sale. You may also be able to announce a community association meeting. Remember to tell all your customers that all proceeds will go to your charity.

### In Preparation

Find a good location within your community and obtain permission (in writing) to use the property (yard, field, parking lot, driveway, etc.). Determine how many 6' tables will fit on the site, remembering to allow room between tables and aisles.

Make sure you thank the person for donating the site on your flyer, but only name them if they say it is ok. Otherwise, everyone will want to use the land for various fundraisers.

Schedule your garage sale in advance so you can place classified ads in city and community newspapers. Hold your sale on a non-holiday weekend unless you live in a resort town with many vacationers. Check the long-range forecast for good weather.

You may also want to schedule a rain date. Only a few people like to shop in the rain. That doesn't mean you won't make money, but if you have a second fundraiser on a nice day, the potential to raise more money is greater.

Don't forget to check with Home Depot, Walmart, and Sam's Club Warehouses; they may have slightly damaged goods they will throw out. Set these up at a table and see if you can't make some extra money.

### Involving the Community in Your Event

Make and distribute flyers about the yard sale to the community. Design four per page and see if you can have them printed for free by a local business (depending on your organization, they may be a tax-deductible donation by the printer). You may also choose to print them from a home or library computer.

On the flyer, request that those who wish to participate RSVP by a particular date. This will allow you to prepare for how many tables will be needed and ensure adequate space for all participants.

### **On the flyer, also remind everyone:**

- Bring a chair for each participant.
- Remember munchies.
- Bring an umbrella in case of rain.
- Have bug spray, if needed.
- Everyone is responsible for cleaning up any trash in their area.
- Smoking is not allowed within the yard sale site itself (thereby reducing the chance of fire, the necessity of cleaning up nasty cigarette butts, and irritating people who cannot be around cigarette smoke).
- Park their vehicles away from the yard sale to allow room for buyers.

Ask some local kids to help distribute the flyers, maybe for the cost of a pizza party afterward. Do this about 1-2 months in advance to allow people time to dig through their stuff.

### **Slots Available and Tables**

As people call to request a site/slot, see how many slots/spaces they will need. Ask if they will need tables.

*Tip: Try to get a church or school to donate the use of tables. Otherwise, arrange it through a rental company. Ask for a reasonable price, including delivery and pick up. Remember to let them know it's for a charitable event!*

Let anyone who needs tables know they are available for lease, but you'll need the money for them upfront (usually around \$8-10 each). If you can get the tables for free, ask for a nominal fee of around \$2 per table to increase your profit.

### **Promotion of Your Event**

Prepare signs stating COMMUNITY YARD SALE (which will bring more traffic than just saying "big yard sale"). A Quick Sign store may be willing to donate higher quality signs for free or at a discount so they can be reused or stand up to the elements. Also, indicate that it is for charity. Put that everywhere!

Ask a local business if you can advertise in their places. It never hurts to ask. The worst they can say is no.

Take out an ad in the paper, your church bulletin, or Thrifty Nickel. Tap into no-cost resources, such as online listings or community newspapers that publish free classifieds.

Remember to put up a table that tells about your organization and have it manned at all times. Provide flyers, handouts, and even little trinkets you may have with your company logo on them.

## Raising Extra Funds

- Prepare cans (vegetable cans, pretzel jars, Clear jars are preferable, don't be afraid to decorate!) to be placed on each table with info about your project. That way, people can make a small donation even if they don't buy anything from that table.
- Sell drinks (Coca-Cola and Pepsi often donate them for non-profit organization functions).
- Add a Raffle to Your Event.
- You may also want to hold a raffle during your event. For more information, see 50-50-Split-The-Pot-Raffle.

## General Tips

- Provide a live extension cord so buyers can test electrical items.
- Save paper and plastic grocery bags for several weeks before your sale.
- Put some real crowd-pleasers up front to entice passing cars. Good-looking furniture and large children's play structures make great bait near the curb.
- Provide a changing area and mirror.
- Provide a trash bag to each seller. Ask them to put it somewhere on their site so people can dump their soda cans, etc.

## Safety Tips

- Stash large sums of money in the house during the sale and keep it locked up tight. Yard sales can be distracting, and bad guys will take advantage of that fact.
- Never accept personal checks.
- Pay attention to safety. Refrain from stretching extension cords across walkways or having sharp knives in boxes with other kitchen tools.

## Organizing a Spaghetti Dinner Fundraiser

A spaghetti dinner is a tried and true fundraising event. Its up-front costs are low, offering many additional fundraising opportunities.

### Preparation

To begin preparation, you'll need the place and the date.

Concerning the date, try to find a weekend that doesn't coincide with holidays or mass vacations. Depending on where you live and what you can find as a place for the event, you may also want to schedule the event when you know it will be warm and the chances are that the weather will be good.

For the place, the most common places to find spaghetti dinners are in church halls, school cafeterias, or civic clubs such as the American Legion, VFW, or Elks lodges.

Contact the people involved and find out what needs to be done to use their space for the fundraiser you are planning. Make them aware of the cause you're supporting and ask for a discounted or waived rental fee.

### Publicity

Many groups overlook the power of publicity and wonder why they didn't get a bigger crowd. Besides spreading the word around your organization, you can improve your turnout with a press release focusing on the most newsworthy aspect of your event. A human interest story is always newsworthy, so be sure your summary paragraph details why you are raising funds and how they will benefit the recipient.

Newspapers, radio stations, and television stations want to offer stories with widespread appeal and tug at the heartstrings, so be sure your press release has a newsworthy angle. Include pictures whenever possible because a good picture practically guarantees lots of publicity.

## Ticket Prices

Once your publicity campaign ensures a good turnout, ensure you price your tickets correctly. Too cheap, and you won't raise enough funds. Make them too expensive, and you'll price yourself out of the reach of many customers. Keep ticket prices reasonably low to obtain as many attendees as possible.

In addition, you may choose to offer a presale of tickets for your event. This may help you to sell more dinners than you would by just collecting on the day of the event. Offer the presale tickets at \$1.00 less than you will be charging per plate on the event day.

## Supplies

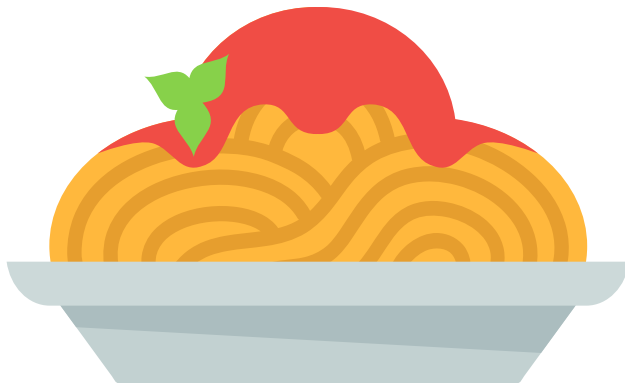
Depending on your budget, you'll want to decide what your menu will consist of. A spaghetti dinner menu typically consists of salad, spaghetti, and bread.

You'll want to ensure you're prepared to serve the maximum number of folks you think might attend. Try to buy items on sale, and use the inexpensive canned sauce as the base for your sauce. You can then add ground meat and vegetables. Keep in mind; you may want to prepare some batches of sauce that are meatless to accommodate everyone.

Don't forget that you will also need to invest in paper plates, napkins, and plastic ware!

## Volunteers

You'll need to organize a team of volunteers to assist on the day of the event. You'll need people to help cook, serve, and do clean-up. Talk to your current volunteers, members, and families well ahead of time to request their participation.





## Additional Fundraising Ideas

Many groups overlook additional profit opportunities. Just putting together the spaghetti dinner is not enough. You need to give people a solid reason to attend, and then you have to provide them with multiple ways to help raise the necessary funds. Here are some event tips on maximizing turnout and funds raised.

- **Donations:** Place a large jug or bucket next to the cash register and hang a large sign above it asking for donations. Attach a sheet of paper to the donation container saying something like 'Every Little Bit Helps' or 'Donations Always Welcome' or 'Make Checks Payable To.' Often, you can raise as much in donations as you did with ticket sales. The key is a prominent placement where wallets and checkbooks are already out. You are ahead of the game even if people only donate their change from buying tickets.
- **Silent Auctions:** At any fundraising event, silent auction items are a great way to raise money. Ask local businesses to donate goods or services and place those items on tables where people wait in line. Include a complete description of each item in large, easy-to-read type. Tape your bid sheets and pens so that it's easy for an adult to bid using only one hand.
- **Raffles:** Conducting a raffle is another excellent way to fundraise at your spaghetti dinner. Take the best item or service donated and sell raffle tickets before and during the event. If you need a better prize to attract more raffle ticket sales than it will sell for, consider offering a cash raffle. You offer tickets where the prize winner gets half of the raffle ticket sales, and the other half goes to the cause. Again, the best place to sell raffle tickets is near the cash register, where people already have money in hand.

