

# **Fundraising Ideas**

## Section Notes

The purpose of this section is to provide clubs with ideas of how to raise funds for their club, and how to go about putting on a charity fundraising event.

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### Fundraising

#### Choosing A Charity To Support

Get input from your members, Then choose one that is recognizable in the community and one that most people will feel good supporting.

#### Possible Methods

Hold a raffle. Raffle off a large item such as a jukebox, a large screen TV, a cruise, or a weekend get away. This can be done as a special project, or as a part of a meeting or special event.

Silent auctions are a great way to raise money if you have auction items of good quality. Jewelry, pottery, pictures, autographed items, tickets, and other things make good auction items. Again, this can be done as a special event, or part of a meeting or party.

Have a golf tournament. Most golf courses will give discounted greens and cart fees to help raise money. A large number of people play golf, both members and non-members. This can help get members of your community involved.

Have a garage sale. Most everyone has some excess "junk" in their garage or basement. A garage sale is an inexpensive way to raise funds since all of your club members need to clean out their houses, and probably won't mind donating most of the items. You can hold this sale at a home, a shopping center, downtown, or any other suitable location.

If you have **Harley Davidson** owners in your club, have them organize a "poker run". This will also encourage others in your community to get involved in your event.

Don't forget to obtain any special permits that you may need for some of these methods. Soliciting Funds For A Charitable Cause

Soliciting is the hardest way to raise money. But, asking for money for charity can be good for both parties. You get the funds you are trying to raise, and they can get a lot of advertising by showing their support. Have a member of your club who is involved in local business and has a lot of contacts approach firms or individuals to ask for donations. Remember to list the names of sponsors on any flyers or advertisements that are distributed. Don't forget to confirm pledge amounts and send a written letter of appreciation to anyone making a significant contribution.

## Holding A Fundraising Party For Charity

Start planning your event well in advance. A year is a good starting point. Have monthly meetings and updates.

The first thing you need is dynamic chairpeople. Decide who is best to do different jobs. Use the expertise of the members when making selections. If your club is small, consider going in with another club in the area. This will give you a larger area to draw from.

Once your chairpeople are selected, check your event date against other events and make sure there are no big conflicts. Two day events are a lot of fun, and draw a big crowd. But they are also more expensive to host. A one day event is usually best. When you make the decision of how long your event will be, consider the cost of the facility, motel rooms, food, availability of pools or other entertainment, free pours, etc. Compare all the extra costs against the expected gain in donations and income.

Schedule your DJ's well in advance. They will make your party. Use club DJ's and big name DJ's. To save money, you may have members house them instead of providing motel rooms.

Promote your event! Once you have plans in place, contact your local Chamber of Commerce and Visitors Convention Bureau or similar organizations. It is their job to work with you to bring income into the area. Let them help you work with motels to get the best room rates, and to get the best rates at other facilities you may need. They will also mail your flyers or information to their membership, usually two or three times.

When negotiating with motels, try to get ballrooms and hospitality suites free as part of the overall deal.

Promote your event! Start visiting area clubs. Make "bus trips" with your members to other club. Hand out lots of flyers. Talk it up. Consider dividing your club into several groups and visit different clubs within a 50-100 mile radius. Advertise on the web, and other publications. Send clean copies on white paper to all A.C.S.C. clubs.

The Chamber or Visitors Bureau might be able to provide you with air line tickets or other items of value that can be used for raffles. Sell chances as part of a raffle or reverse raffle. You can sell tickets for a low price on a valuable item if you sell enough to cover cost and make a nice profit. Make sure that your prize is big enough to entice a large number of people to buy tickets, but small enough that you will make a nice profit at the number of tickets you expect to sell. Keep good records of money and tickets. Have the chairperson call the salesmen regularly. Get tickets back from those who are not selling many and put them into the hands of those who are.

Smaller "raffle" items are another good way to raise money during an event. Secure 15 or 20 prizes and sell chances cheaply. When you have the drawing, post the results and have

the DJ tell guests where the results are posted. Above all, do not stop your event to try to award a large number of prizes.

A 50/50 or "split the pot" works well. Sell tickets during the event, but not where you do registration or sell any items. You have to keep the money and tickets separate from other operations. It is best to have people working the floor and trying to sell as many as possible to all the guests.

Raffles work well, but remember to have some tickets left to sell prior to the start of the drawing. This is often when people are most willing to buy them.

When selling tickets to your event, discount them early and raise rates as you get closer to the event. A \$10 - \$20 price is good for a one day event. \$25 - \$40 is good for a two or three day event. If you have a multi-day event, you may want to sell one day passes.

Whatever your price, you have to "give" something back to make the ticket holder feel good. A buffet, finger food, free pour or other is always good. One way to save money is to ask your members to bring a food item to support the event. Food for large events will need to be catered. If possible, find someone who will charge you based on the number of guests, and who can be flexible on amount of food they can provide. Remember, your door charge will have to include the price of the food.

The section of this manual on Parties and Events has much more information about how to put on an event.