

FUNDRAISING IN 2025

Presented by: Lu Arredondo
Dean, GFWC CFWC Foothill District
California Clubwoman Magazine Editor

Agenda

- Fundraising Facts
- Top Revenue Producing Strategies
- Fundraising Calendar Template
- Fundraising Checklist
- Fundraising Ideas

Fundraising Facts – Did you know?

- In 2023
 - Individuals donated 374.4 billion to non-profits
 - Foundations gave 103.53 billion
 - Bequests accounted for 42.68 billion
 - Corporations donated 36.55 billion
- In 2024
 - Online individual donors surpass offline donors
 - 81% Millennials (born 1981-1996)
 - 76% Generation Z (born 1997 – 2012)
 - 69% Generation X (born 1965 0 1980)
 - 61% Baby Boomers (born 1946-1964)
 - Of the 44% of organizations that have donor engagement strategies:
 - 71% use digital platforms
 - 70% use hosted events
 - 64% use face-to-face communication
 - 64% employ storytelling
 - 57% leverage impact reporting
 - 55% look for recognition of giving.

Top Revenue Producing Strategies for non-profits

- 51% Online
- 43% Major Gifts
- 39% Direct Mail
- 36% Mobile fundraising
- 27% Monthly giving
- 23% peer-to-peer
- 16% Events
- 10% Capital Campaigns and Planned giving
- 8% Grants

Let's Get to Work - Your Fundraising Calendar Template

Month	Activity	Goal for \$ raised	# Attendees	Budget for expenses	Volunteers needed	Platform to manage
June						
July						
August						
September						
October						
November						
December						
January						
February						
March						
April						
May						

Your Fundraising Checklist

Annual Planning

- ☐ Look at your annual calendar. Slot in your events that happen every year and see where you have gaps for new and fresh campaigns
- ☐ Create goals that define how much you want to make, spend, # of attendees, and sponsors.
- ☐ Create an event budget to help manage costs
- ☐ Develop a sponsor procurement plan for local, national, and individual sponsors.
- ☐ Identify the platform you will use to manage the fundraiser.

Campaign Development

- ☐ Research new campaign types. Diversity your campaign schedule throughout the year with new events and initiatives to energize donors and guests.
- ☐ Develop high-level venue targets based on the season, campaign type and proximity to supporters. Remember to meet your donors where they are and include options for virtual engagement.
- ☐ Add new initiatives to spice up and drive more dollars for your cause
- ☐ Craft a volunteer recruitment strategy – people power fundraisers. High Schools, volunteer organizations that you can partner with, etc.

Marketing and Operations

- ☐ Develop a marketing plan to highlight your events throughout the year
- ☐ Explore new marketing channels – tik tok, nextdoor, paid social ads, newsletter where people congregate (city and churches)
- ☐ Optimize your fundraising site with a specific page, easy to find, easy to navigate
- ☐ Revisit outcome from last years events and adjust as needed to optimize outcomes and/or eliminate a fundraiser that no longer has traction. Remember donors get donor fatigue with the same ole' fundraiser year over year.

Crafting your Message – it is all about the fit

- ☐ Getting Seen: Use ads and social media to introduce your fundraiser
- ☐ Engaging potential attendees: Share interesting content to gain interest
- ☐ Comparing Choices: Offer info and reviews to help make the decision
- ☐ Encourage Action: Remind with emails, ads, social platforms the “why”
- ☐ Launch: Manage campaigns with intent
- ☐ Entrench the public: create a “no other choice option”

Year-Round Fundraising Ideas

- January – Coats and Cocoa Day where supporters donate winter coats, drink hot cocoa and play winter games.
- February – partner with a local business to organize a Love Your Community Volunteer Day.
- March – Virtual March Madness Bracket Challenge where participants pay an entry fee to compete in online games.
- April – Spring Art Show to showcase local student artwork, create an online tour of the art

- May – organize an online charity poker or golf tournament
- June – kickstart the summer with a member yard sale extravaganza. Share the locations on the city calendar and ask members to donate 50% of the proceeds back to the club.
- July – Host a photo booth at City 4th of July Event. Charge \$1 - \$3 for Selfies
- August – Host a No Run Run where participants pay to participate in an online racing game.
- September – Host a Chores for Charity Day for World Federation Day.
- October – Partner with local candy stores for a % of sales and promote families and the city purchasing their candy from them for Halloween events.
- November – Plan a Giving Tuesday campaign
- December – Embrace the holiday season with a gingerbread decorating or cookie bake-off contest

Meeting ideas:

1. Heads or Tails - \$5 per player. An announcer flips coin, guests put hands on head for heads and hands on tush for tails. The last one standing collects 30% of the money and the club keeps 70%
2. Blind wine pull - Each participant pays to purchase (sight unseen) a bottle of wine that has been pre-wrapped. Obtain donations of wine from local wineries, stores, etc.
3. Mystery Box – pre-wrapped gifts donated by local businesses and members. Items should range in value from \$20 - \$30.
4. Host a voting campaign for the weather. The closest to the guess wins a prize, gift card, or a portion of the funds. \$3 to play.
5. The wish list allows participants to make donations at various levels for monthly drawings.
6. Put numbers aligned with prizes in balloons. Participants pay \$5 for a chance to find the balloon with the prize.
7. Ring Toss – pay to toss the ring around a bottle of wine. You ring the wine you keep the wine.
8. Guess the price based on the old Price Is Right game show. Pick random items from the grocery store and put the price in an envelope under the item. Participants pay \$3 to guess the price. The one that is closest to the price wins the item or a gift card
9. Online raffle
10. Basket raffle
11. Reverse raffle – every 10th ticket pulled is the winner
12. Don't say that – pick a word that no one can say. If you hear them say the word you pull their pin. The winner with the most pins wins a prize. \$3-5 to play
13. Cornhole tournament – 2 teams, each team member gets a ticket in a bag. The team that wins triggers their bag to be used to select the winner.
14. Using donations from local stores, create a wheelbarrow of cheer. The ticket selected wins the ticketholder the entire wheelbarrow of cheer. Have the donors attend the meeting to pull the winning ticket. Choose a single stores donation each meeting to switch it up.
15. Club Scavenger hunt utilizes fun facts about the club and club members. The person that has the most correct answers wins a prize valued at \$50 - \$100. Themed baskets, travel baskets, book lovers basket, etc. are great prizes.