

## 2020 SUMMER CONFERENCE ~ Fundraising and Development

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Every club requires fundraising to support philanthropies, scholarships and various community needs. In the broad scope of raising money, development of individual talents and building of community relationships occurs. One cannot exist without the other and together clubs and their members prosper.

- **Fundraising contributes** to developing leaders, expanding creativity, exposing talents and building strong and lasting relationships between members.
- **Fundraising develops** relationships with community leaders, merchants, civic groups and neighbors while increasing public image by benefitting the community.
- **Fundraising provides** publicity. Clubs must take advantage of every opportunity to put the club's name as a civic leader in front of their community.
- **Fundraising and development enhances** recruiting and is a very easy way to find new members!

**Always keep the FUN in fundraising!** FUN is a lifeline of a club. It initiates prosperity and brings members together as a team for the purpose of making a difference to others and the community. Brainstorming, discussing options—pros and cons, being creative, assuming responsibilities and working out details allows for designing the many ways possible to have FUN staging a fundraising venture.

- Fundraise for a cause or purpose your club believes in.
- Select a fundraising activity that is fun to plan, fun to execute and fun to attend.
- Do something different.
- Get the community, other non-profits, civic groups and merchants involved.
- Celebrate success—thank the participants—and review what went well and what did not.
- Make sure the members and community know to whom you donated.

### **What are the steps to successful fundraising?**

- Appoint a chairperson. Every club—small, medium or large—needs a leader.
- Establish a fundraising committee, preferably volunteers of varying interests and skills.
- Set goals and objectives—type of events and how many, funds to be raised and for what purpose.
- Research applicable charitable fundraising regulatory laws—some require state registrations.

Utilize the attributes of your club members. In a large club, or even a medium-size club, having a chairperson of ways and means with a committee allows the feasibility of the committee members to each be a leader (chair) of a fundraising event. In turn, they can solicit volunteers to be a committee for their specific event. Thus, many more members become involved as a contributing team for a fundraising event.

**Remember to report!** Be sure to record all statistics of fundraising activities and events for the club's year-end report. At report-writing time, you will be very happy that you did!

**What's on the year's Orange District calendar?** Challenges! A major fundraiser is planned and consideration is being given to staging socializing at various restaurants when possible. Let's be flexible, welcome change and do what we do best! **Together we make a great team!**



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