

Fundraising and Development

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I have two goals this administration. My primary goal is to assist Orange District in balancing the budget by conducting fundraisers both big and small. My second goal is to assist Orange District clubs with ideas that will help them fund their projects.

Fundraising and Development supports raising money for club selected philanthropies while developing individual talents and building community relationships. Fundraising can also provide publicity by putting the club's name and accomplishments in front of the community. And most importantly, fundraising can be a way to recruit new members.

Steps to Successful Fundraising and Development

- Appoint a chairperson. An enthusiastic and energetic member to be responsible to meet goals, delegate, and monitor progress by matching skills and interests to participants. The chairperson is a leader.
- Set goals and objectives. Define the amount of money to be raised and for what purpose. Fundraisers are excellent publicity and membership opportunities.
- Research and follow applicable laws. Charitable fundraising is regulated and can require registering with the state prior to the event and/or reporting after the event.

Plan Your Fundraiser

- Type of Fundraiser - An event, sell a product(s), or solicit money etc.
- Chairperson and/or committees are needed. Ask for those best suited to volunteer to serve.
- Consider estimated costs. Decide how much income is needed to pay estimated expenses to reach the goal.
- Pursue cooperation with local leaders, businesses, or civic groups. Every event can build relationships.
- Set a timeline. Set meetings dates, work sessions, activities, and deadlines for needed items.
- Design a communications plan of the efficient way of reaching the targeted audience. Publicity is key.

Evaluate and Appreciate

- After the event, evaluate what worked and what did not. A member survey can provide feedback for a report. Brainstorm on what you might do different next time.
- Determine if goals were realistic and if the budget was adequate.
- Were other organizations cooperative and beneficial, and were the tasks matched to members skills and interests.
- Was the publicity strategy effective? Was the event well received by the community?
- Communicate the successful results to those who supported the event.

Celebrate

Don't forget to celebrate success! A get-together, thank you notes, recognition in your club newsletter. Little gestures like a candy bar that says "Thanks for being so sweet!" goes a long way.

Types of Fundraisers

- Events:** Galas/banquets, fashion shows, competitive run/walks, teas/brunches, cook off etc.
- Sales:** Merchandise or food acquired or purchased by the club or donated and sold by members.
- Direct Soliciting:** Letter writing campaigns to local businesses for a specific project, partner with a local restaurant that remits a portion of proceeds to the club.
- Community Grants:** Contact your local City Government to see if community non-profit grants are available. Community groups like your local Rotary Clubs, Lions Club, Kiwanis Clubs may also have non-profit community grants available.