



# Fundraising Program

## OBJECTIVE:

Support club, district, state, and national fundraising efforts with ideas, resources, and tools, which can generate non-dues revenue to support the projects and initiatives of GFWC, clubs, districts, and state federations

## ACTION PLAN

All fundraising begins with people: people give money to people, not to causes or organizations. Relationship building is the foundation on which most fundraising takes place. As leaders in your community, you are ideally suited to raise money that will benefit your club and club's projects and initiatives.

### CREATE A SUCCESSFUL FUNDRAISING PROGRAM

#### ORGANIZE

- o Appoint an energetic and enthusiastic fundraising chairman to plan and manage a continuing program designed to grow and change as your club evolves.

#### FIND A POSSIBLE FUNDRAISER

- o Take stock of the goals and obligations of your club to determine your club's financial needs.
- o Assess your club members' strengths. If your club has a few web-savvy members, a few great seamstresses, and lots of organizers, then a great fundraiser for your club may be an online auction of hand-sewn items and a yearly craft show in the community.
- o Scope out the competition and assess your community. If other service groups in your community are selling wrapping paper and holding bake sales, then focus your fundraising efforts on alternate areas.

#### CREATE AN ACTION PLAN

- o Solicit project ideas from club members and conduct research.
- o Great fundraising programs are a mix of different projects tailored to fit the needs of your club and community.

#### DEVELOP A COMMUNICATION PLAN

- o Prepare a comprehensive plan and timeline to promote your fundraising event or program.
- o Create posters and press releases, recruit volunteers, and contact the media.

#### IMPLEMENT

- o Generate excitement within your club about the fundraising program
- o Coordinate club members' participation in the fundraising event
- o Keep in mind individuals strengths and constraints.

#### EVALUATE

- o Appraise the success of each fundraising project or event—financially and otherwise.



**"WE STARTED WITH NO FUNDS BUT HEAPS OF COURAGE** and desire to be of service to our people.  
*Mrs. C.S. Michael, president of the Woman's Club of Lombard, Ill., 1933.*





# Fundraising Program

- o Use the information to continually update your entire fundraising program and don't be afraid to discontinue a fundraiser that does not meet financial goals or are no longer enthusiastically supported by club members.

## SUCCESSFUL FUNDRAISERS

There is no ONE successful fundraising program—successful fundraisers are those programs, events, and projects that work for YOUR club and community. In fact, the types of fundraising projects that you undertake can be part of your club's mission towards improving your community.

In general, though, there are definitions of a successful and unsuccessful fundraiser. Successful fundraisers have a wide gap between the production costs and revenue, and unsuccessful fundraisers have a small gap or no gap, with the most unsuccessful fundraisers being those that actually lose money when their costs exceed projected revenues.

There are many types of fundraising events, with the most common being:

- o Special events that include a meal and entertainment, such as an awards banquet, silent auction, picnic, or barbecue
- o Sales drives, including the sale of products produced by club members or those through fundraising product companies
- o Capital campaigns, such as those to raise funds to purchase or renovate a clubhouse
- o Competitive or sporting events, such as a golf, bridge, or Bunco tournaments; walkathons; or bingo games
- o Service or business partnerships, such as partnering with a carwash company on a specific day
- o Seasonal home or garden tours
- o Online fundraisers through eBay Giving Works, cMarket, and others.

In addition to projects above, your club can also:

- o Enhance fundraising efforts and community projects by participating in coupon and affinity programs designed to provide in-kind donations from various companies, such as those through Campbell's Labels for Education. Visit [www.LabelsForEducation.com](http://www.LabelsForEducation.com).
- o Solicit grants from local businesses, national companies, or from GFWC when club grants are available.
- o Promote and encourage the use of GFWC endorsed fundraising companies to support local efforts and provide royalties for all levels of GFWC. Use these endorsed fundraising companies with the confidence that they are reputable and offer quality merchandise at fair prices.

## GFWC FUNDRAISING

The success of GFWC and our programs depends on the generosity of our members as well as those who are committed to the ideal of improving communities throughout the world. GFWC is a 501(c)(3) nonprofit organization that relies on member and private donations, corporate support, and foundation grants to help GFWC provide membership services, such as leadership training, and to support GFWC clubs serving their communities through projects addressing specific local needs. While many people may think that large donations are the only ones of value, all donations to GFWC in any amount from all our supporters are appreciated and recognized—and they all make a difference.





# Fundraising Program

You can help secure GFWC's financial future by:

- o Encouraging tax-deductible contributions to the **GFWC Endowment Fund**, where only the interest from the principal fund may be spent
- o Supporting the **GFWC Legacy Fund** by:
  - Obtaining and distributing copies of the GFWC Legacy Fund materials—a series of planned-giving opportunities designed to benefit the donor and benefactor's financial objectives
  - Considering a charitable gift annuity with GFWC
  - Encouraging members to remember GFWC through a bequest or living trust
- o Supporting GFWC direct mail fundraising programs by:
  - Educating members on the need for and value of supplementing dues revenue in this manner
  - Making a tax-deductible donation when note cards, address labels, or other items are received
  - Helping members understand that participation in direct-mail fundraising is strictly voluntary—that the gift items are sent to established donors without obligation
  - Encouraging members to contact GFWC Headquarters if they do not wish to continue receiving direct mail-fundraising items
- o Participating in national GFWC fundraising projects promoted by the GFWC Fundraising Committee

## RESOURCES

### GFWC

1734 N ST NW | Washington, DC 20036

P: 202/347-3168 | F: 202/835-0246 | W: [www.GFWC.org/Fundraising](http://www.GFWC.org/Fundraising)

Promote and encourage the use of GFWC endorsed fundraising companies to support your club's efforts and provide royalties for all levels of GFWC. GFWC endorsed fundraising companies are reputable, successful, and offer quality merchandise at fair prices. New endorsed fundraisers will be announced in spring 2008 and information regarding these companies will be available online at [www.GFWC.org/Fundraising](http://www.GFWC.org/Fundraising). In addition, each endorsed fundraising company will send information to all GFWC clubs with details on their program offerings as they are announced.

## AWARDS

### CLUB

A \$50 award is given annually to one club in the nation to recognize creativity in implementing an effective Fundraising Program. The award is based on narrative reports. State chairmen should forward the winning state entry to the national GFWC Fundraising Program Chairman by March 15 of each year.

A GFWC certificate and a special award will be awarded to one club in each membership category in recognition of outstanding efforts utilizing GFWC endorsed fundraising companies. Award presentations will be





# Fundraising Program

made by the GFWC endorsed fundraisers in honor of junior and general membership participation at the 2010 GFWC Annual International Convention.

## STATE

GFWC will award a certificate annually to one state in each membership category in recognition of outstanding achievement in the Fundraising Program. Award presentations will be made annually in honor of junior and general membership participation at the GFWC Annual International Convention.

