



# FUNDRAISING AND DEVELOPMENT

## ADVANCEMENT GUIDE

 Visit [www.GFWC.org/membership/club-manual/](http://www.GFWC.org/membership/club-manual/) for updates and more information.

### FUNDRAISING AND DEVELOPMENT BEGINS WITH PEOPLE.

**“When it comes to fundraising for a social enterprise, if you are pursuing your true passion, you’ll learn to become great at your craft because you’ll care so much about perfecting the skills necessary to make that dream a reality.”**

— Adam Braun

GFWC members are passionate about volunteer service! Successful fundraising and development programs are necessary and important for the continued success of our organization as we strive to make a positive difference in our communities and our world. When we view fundraising and development as a tool that allows us to continue to improve lives, we are inspired to use that tool as efficiently and productively as possible.

### STEPS TO SUCCESSFUL FUNDRAISING AND DEVELOPMENT

#### 1. RESEARCH AND FOLLOW THE APPLICABLE LAWS

Charitable fundraising is regulated in most states. Nonprofit organizations are usually required to register with the state PRIOR to fundraising or soliciting donations and to renew or update that registration periodically. The government official responsible for processing charitable solicitation registrations varies (e.g., Attorney General, Secretary of State, or others). Some states do not allow certain types of fundraisers or contests. Some states have reporting requirements after the fundraisers. It is important to know and follow the law that applies to your fundraising and development efforts. Consider organizing a program or workshop and inviting speakers to explain the relevant regulations.

#### 2. APPOINT A CAPABLE FUNDRAISING AND DEVELOPMENT CHAIRMAN

Appoint an energetic and enthusiastic Fundraising and Development Chairman to plan and organize your fundraising and development. The Fundraising and Development Chairman should be organized, experienced at setting and meeting goals and objectives, and skilled at delegating tasks and monitoring progress on projects. She will be responsible for matching the many tasks



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to be accomplished with the skills, interests, and comfort level of each member. A team effort is required for successful fundraising and development, and the Chairman is the leader of that team.

### 3. SET GOALS AND OBJECTIVES

Evaluate your club or federation's financial needs, including monies needed for your operational budget, specific donations or purchases, ongoing or annual projects, and specific causes that your membership desires to support.

It is crucial to clearly define how much money your group wants to raise and for what purposes. This may mean that you pursue one major project or several smaller ones during a year or administration. Consider how you will successfully continue any fundraising and development that is ongoing from year to year or administration to administration.

Define what success will look like for your club and for those being benefitted. Decide when and how often success will be measured, depending on whether your fundraisers are single events or ongoing projects. Keep in mind that a great fundraising and development program can have multiple great outcomes for your club and its mission, including increased public awareness, good will, and membership. Fundraisers are excellent publicity, networking, and membership opportunities. Set goals for maximum impact.

### 4. PLAN ALL ASPECTS OF YOUR FUNDRAISING AND DEVELOPMENT PROGRAM

**"It takes as much energy to wish as it does to plan."**

**— Eleanor Roosevelt**

Once your research is done, your leader is in place, and your goals and objectives are set, it is time for your members to brainstorm and plan every detail of how you will conduct the fundraising and development needed to sustain your club or federation and those causes that are a priority for your members. Comprehensive planning will ensure that the hard work your members put into fundraising and development will result in the funds needed to accomplish the good in this world that fuels the passion for volunteer service. As you plan, look for ways to branch out with the products you offer, the partners in the community you select, the marketing strategies you employ, and the causes you support. During the planning stage, you should consider and answer the following questions:

- What type of fundraiser will you conduct?

Will you host an event, sell a product, or solicit money? The best fundraisers often involve some combination of these strategies. If you are planning an event, consider how you might enhance revenue by offering items for sale at the event or by offering those who cannot attend the opportunity to donate.

- What Chairmen and/or Committees will need to be appointed for your fundraiser?

List all the jobs that individuals or committees will need to do in order to make your fundraiser happen and ask those best-suited for each role to volunteer. Examples of Chairmen/Committees to consider include: equipment and supplies/vendors; venue selection and arrangements; ticketing/invitations; sponsorship coordination; marketing/publicity; set-up/decorations; clean-up; and thank-you/follow-up.

- What is the budget?

Take into account all estimated costs (including contingencies) and your fundraising goal. Make a determination as to how much income you will need from ticket and/or merchandise sales, sponsorships, and donations to pay all estimated expenses and reach your goal.

- What kind of cooperation will you need to pursue with local leaders, businesses, or civic groups?

Every fundraising event is an opportunity to build relationships and interact in a positive way with others in the community. For example, if you are planning an event to benefit your city's public library or park, plan how you will work with city leaders to maximize your outcome.

Some events may be more successful if you partner with other charitable organizations. For example, a rummage or consignment sale might draw a larger crowd and more interest if you partnered with other groups. Consider whether your event might be enhanced by partnering with others.

Cultivating sponsorships can help increase support from local businesses and individuals. Contributions at certain levels could be recognized in the marketing of the fundraiser. Contributions may be either monetary or in-kind. Do not overlook the potential to receive in-kind support from sponsors. Businesses may be willing to donate food, flowers, music, rental space, and any number of goods or services in exchange for recognition as an event sponsor.

- What is the timeline?

Schedule any meetings, work sessions, or other necessary activities, and make sure your members are aware of the schedule. Set dates for needed items to be ordered and for your members to sell tickets, merchandise, or other items.

If you are planning an event, check the community calendar to see what other events are planned for that same date. While you do not want your fundraiser to conflict with another popular event in the community (such as a local sporting event), you might want to plan your fundraiser at a time and location that will benefit from the increased foot traffic of that sporting event or other popular activity.

- What is the communications plan for marketing and publicity?

Publicity is a key component of your fundraising success. Increased community awareness will enhance profitability. Prepare a comprehensive communications plan that takes into account the most efficient means of reaching the target audience (e.g., personal contact, traditional advertising, and social media).

Be certain your members are well versed in all event details so each one can promote your club and its projects in a positive, friendly light. Always include the GFWC emblem and preface your club name with GFWC in all communication tools to reinforce your identity and credibility as GFWC volunteers!

Refer to the *Communications and Public Relations Advancement Guide* for information on creating and implementing a publicity plan.

- EVALUATE YOUR EFFORTS AND SHOW APPRECIATION TO THE COMMUNITY

**"Fundraising is the gentle art of teaching the joy of giving."  
— Hank Rosso**

After any fundraiser, take time to evaluate what worked and what did not. The Chairman should prepare a written report on the success of the fundraiser. She may wish to distribute a survey to the membership and compile those results to be included in the report. In evaluating a fundraiser, take the following into account: Were the goals realistic and achievable? Was the budget adequate? Was the cooperation with other organizations beneficial and constructive? Were the publicity/marketing strategies effective? Was the fundraiser well-received by the community? Were members assigned to tasks that matched their skills and interests? Is this same fundraiser recommended for the future? If so, what adjustments need to be made for greater success? If not, did this fundraiser spark interest in other or similar fundraisers that might be more successful?

Remember to maintain the friendly and positive tone of your fundraising efforts until the last expression of gratitude is conveyed and beyond. All donations should be acknowledged in a gracious and timely manner and

all funds used efficiently for the cause for which they were solicited. Be sure to communicate the successful results of your fundraising project with all those who supported your efforts and with the general public. Build on your success to realize an even more successful project in the future.

### CELEBRATE!

You and your fellow club members have worked hard to raise funds that will allow you to continue making a difference in the lives of others. You appointed an energetic and enthusiastic chairman and committee. You analyzed your club's needs and strengths, organized volunteers, selected a fundraiser, brainstormed, and put your plan together. You motivated your members, gave them tasks to accomplish, and a timeline in which to do so. You worked your plan, overcame any challenges, and conducted a most successful fundraiser. What's next? After evaluating your effectiveness, thanking the members of the community for supporting your efforts, and writing a comprehensive report, it is time to celebrate your success.

There are endless ways to show your appreciation to members:

- a small bottle of hand soap or sanitizer with a note that reads, "Thanks for getting your hands dirty!"
- a cute tin of candy with a note that says: "Thank you for being so sweet!"
- an article, picture, or some other recognition on social media
- a handwritten thank-you note
- a small award or certificate

You may choose to celebrate with a small get-together, such as a pizza party or social gathering. Take some time to enjoy your success. Recognize those who made it happen. Be proud of what you have accomplished together! Be inspired to build on this success and to do more to improve your community and the lives of others.



## TYPES OF FUNDRAISERS

While there are many types of fundraisers, most fall within the following three categories:

**EVENTS** usually include food and beverages, a program, and/or entertainment, such as:

- Galas or banquets
- Music concerts
- Style or fashion shows
- Rummage or consignment sales
- Competitive or sporting events — golf, 5K runs and walks, bridge or Bunco tournaments, and bingo games
- Art parties where artists teach guests to create their own designs
- Soup/Dessert cook-offs

### SALES

- Merchandise and/or food acquired and sold by club members — items may be made by members, purchased by the club, or donated
- Merchandise sold in partnership with a fundraising product company such as GFWC endorsed fundraisers

### DIRECT SOLICITING

- Capital campaigns such as gathering funds to purchase or renovate a clubhouse.
- Business partnerships such as working with local restaurants or car washes on a special day where a portion of the proceeds benefit your project

## GFWC ENDORSED FUNDRAISERS

GFWC partners with a variety of fundraising companies who can assist clubs in your fundraising efforts. These companies offer products and merchandise, such as greeting cards, chocolate and nuts, jewelry, and other items that you can sell in your community to help bring in funds that assist your club in meeting its financial goals.

### Terri Lynn

1450 Bowes Road

Elgin, IL 60123

**P:** 800-323-0775

**E:** [customerservicef@terrilynn.com](mailto:customerservicef@terrilynn.com)

**W:** [www.terrilynnfundraising.com](http://www.terrilynnfundraising.com)

Raise money all year long selling Terri Lynn's healthy and delicious gourmet nuts and confections. Let over 75 years of family traditions earn profits for you and your club. We offer traditional fundraising through table and brochure sales, or enjoy the benefits of your very own web store through our NEW Terri Lynn Cares program at **[www.terrilynncares.com](http://www.terrilynncares.com)**. It's fast to set up, available year round, and will generate easy profits for your GFWC Club. Terri Lynn cares by giving back to GFWC on every sale.

# 2018-2020 GFWC CLUB MANUAL

## FUNDRAISING AND DEVELOPMENT

### **Flower Power**

P.O. Box 900

Calais, ME 04619

**P:** 888-833-1486

**E:** [marketing@FlowerPowerFundraising.com](mailto:marketing@FlowerPowerFundraising.com)

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Providing a green and healthy fundraising alternative to traditional programs, Flower Power Fundraising helps beautify communities while at the same time offering tremendous value for non-profit groups across America. Every product guaranteed, 50% Profit, shipping direct to your customers' homes plus a customized online program are just a few of the many benefits you will enjoy when working with Flower Power Fundraising.

GFWC updates its list of endorsed fundraisers on a regular basis, and you can see more information about these companies at [www.GFWC.org/membership](http://www.GFWC.org/membership). Look for additional information in News & Notes and *GFWC Clubwoman Magazine*.

## **GFWC FUND DEVELOPMENT**

**"Giving is not just about making a donation, it's about making a difference."**

— Kathy Calvin

The success of our Federation and its initiatives depends upon the generosity of our members as well as those who are committed to the idea of improving communities through volunteer service. GFWC is a 501(c)(3) organization that relies on member and private donations, corporate support, and foundation grants to help support our community service programs and special programs, as well as provide membership services and benefits, including professional development, leadership training, club membership grants, and awards.

ALL donations to GFWC in any amount are appreciated and recognized — and they all make a difference. You can help secure GFWC's financial future by encouraging tax-deductible contributions to the following GFWC funds:

### **THE CAMPAIGN FOR THE FUTURE**

The Campaign for the Future has been established to secure and sustain the property and programming of the Federation and is intended to stimulate philanthropic activity and financial planning that will encourage members and their families to leave a legacy that supports the great works, time honored traditions, and future efforts of our clubs and clubwomen around the globe.

### **ENDOWMENT FUND**

The GFWC Endowment Fund was started in 1910 to help ensure a firm financial foundation and assist in providing for the future needs of GFWC. Contributions to this fund are permanently restricted, although income earned on this fund is unrestricted and has been used to support programs, advocacy and outreach efforts, and overall membership development opportunities.

### **FRIENDS OF THE WHRC**

Donations assist the Women's History and Resource Center (WHRC) in its efforts to engage in outreach activities for students, teachers, and others interested in learning more about the history of GFWC and women volunteers; preserve and catalog the WHRC's multimedia collections; build the research library collection; and offer internships and research fellowships.

### **GFWC LIBRARY REPLENISHMENT FUND**

In 2011, GFWC established the **GFWC Library Replenishment Fund**, tying together members' generous financial gifts and passion for literacy with our mission of community improvement through volunteer service. This fund assists in restocking the collections of public and public school libraries that have been affected by natural and man-made disasters. It is an ongoing collection connected to historical advancements in founding, maintaining, and promoting libraries spearheaded by GFWC members. Through this fund, grants will be provided to GFWC clubs to help them replenish libraries affected by disasters in their communities. Individual members, clubs, State Federations, and other interested organizations are encouraged to make donations to the fund, which will be used to provide these grants and donations-in-kind.

**JANE CUNNINGHAM CROLY GRAVESITE REFURBISHMENT FUND**

Contributions support the refurbishment and maintenance efforts at GFWC founder Jane Cunningham Croly's gravesite in the Evergreen Cemetery in Lakewood, NJ, and provide a well-maintained, manicured gravesite that honors 'Jennie June' in a manner consistent with her contributions to volunteerism.

**1734 SOCIETY**

Named for our esteemed address — 1734 N Street, NW, Washington, D.C. — the purpose of the GFWC 1734 Society is to ensure the preservation of GFWC Headquarters, a National Historic Landmark. Built in 1875, and established as GFWC Headquarters in 1922, the building not only has a rich history but also provides a home to the International President during her term of office, serves as professional office space, and houses the GFWC Women's History and Resource Center. Donations to the 1734 Society can be made at three membership levels — Mildred Carlson Ahlgren Level (\$17.34-\$173.39), Mary King Sherman Level (\$173.40-\$1,733.99), and Alice Ames Winter Level (\$1,734+).

**GFWC SUCCESS FOR SURVIVORS SCHOLARSHIP**

As part of the GFWC Signature Program: Domestic Violence Awareness and Prevention, the GFWC Success For Survivors Scholarship was created in 2012 to lend a helping hand to those impacted by intimate partner violence who are pursuing higher education. Make a difference in the lives of domestic violence survivors around the country by supporting the GFWC Success for Survivors Scholarship. You may download the donation form from <http://www.gfwc.org/support-gfwc/gfwc-signature-project-fund>.

**AWARDS**

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Fundraising and Development program, as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Awards Program. Each State Federation may submit one State Award Entry Cover Sheet and one Club Creativity Award Entry Cover Sheet for the Fundraising and Development program. Clubs do not submit entries directly to GFWC.

**GFWC endorsed fundraisers may recognize GFWC clubs for their fundraising efforts.**



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.