

Money Track: Event Based Fundraising

Events

- Craft & bake sales
- Recipe books
- Pie sale
- Game night/ tailgating
- Clam bake
- Public media fundraiser
- Raffles
- Garage sale
- T-shirts
- Joint fundraising between local & state associations
- Concerts – gospel choir, band, etc.
- Newspaper – community page
- Dance
- Sponsors
- Silent auction
- Bingo
- Gambling
- Information fair/ sell tickets
- Flowers for Mother's Day

To Do

- Raise money – bring in new people, raise new \$\$, attract sponsors/ more \$\$
- Purchase supplies
- Raise awareness
- Got equipment
- Free advertising
- Visibility
- Get out your message
- Push your issues
- Connects to community
- Brings neighbors together

Challenges

- Needs people
- Needs effort
- A lot of work
- Start up money
- Have to start small
- The audience
- Weather
- Does your audience have \$
- Geographically specific
- Members throughout state

- Permits
- Insurance
- Safety
- Need time
- Need scale
- Lots of details
- Need venue

Benefits

- Money
- Power
- Growth
- Strength
- Influence
- Ideas
- Voice – loud
- People – work load
- Leadership – bigger pool
- Legal assistance – to members
- Knowledge
- More skills
- Connections
- More representative
- Cross cultural; inclusive

Why Join – same interests as your group

- Get something
- Get something done
- Learn
- Solve problem
- Preservation
- Security
- Common attributes/ goals
- To contribute
- To learn
- Know their rights
- Fun
- Fellowship/ friends
- Food
- In the interest – right of 1st refusal
- Gain knowledge – broad range
- Connect to community

Keep

- Provide promotions for new members
- Build – friendships, relationships

- Provide service
- Keep involved
- Communication
- Threats
- Food
- Tangible benefits
- Organization evolves
- Try new approaches
- Be successful – build on
- Sense of ownership – let them make own decisions
- Be democratic
- Have meetings
- Do follow up
- Ask opinions
- Listen to them
- Link local & state associations
- Feel important
- Hotline
- Answer questions
- Respond to requests
- Be credible
- Recognize, appreciate, thank you notes
- Keep track of them