



FUNDRAISING AND DEVELOPMENT

ADVANCEMENT PLAN

Elevate Your Community, Club, And Members With Fundraising

“HE WHO ALLOWS HIS DAY TO PASS BY WITHOUT PRACTICING GENEROSITY AND ENJOYING LIFE’S PLEASURES, BREATHES BUT DOES NOT LIVE.” — SANSKRIT PROVERB

Fundraising is beneficial to your community, your club, and its members. Raising capital for a local project, recognized charity, affiliate organization, your club’s outreach plans and operations, or GFWC Designated Funds, is also an opportunity to make the achievements of your club known throughout the community. As they work together on a fundraiser, club members learn new skills and much more. Successful teamwork fosters cooperation, provides a sense of accomplishment, cultivates pride and ownership in the organization, and creates life-long friendships—all while building a stronger and better club.

Learn more about choosing a fundraising idea, creating a successful event, advancing your club and GFWC, supporting GFWC Designated Funds, and being recognized by GFWC for your fundraising efforts. Questions or need coaching? Contact any of the Fundraising Committee Members, who are eager to provide help.

PUT THE FUN IN FUNDRAISING

Begin your fundraising process by gathering club members together for a brainstorming session. No dream is too big when you work together! Discuss pros and cons, then make your choice and design as many ways as you can to put fun into your fundraiser. Ideas:

COMMUNITY CAPERS AND EVENTS

- Art in the Park Show & Sale
- Children’s Puppet Show or Magician
- Dance Off/Dancing with the Stars
- Father/Daughter Dance
- Festival Face Painting or Photo Booth
- Mardi Gras Party
- Rubber Duck Races
- Topless Car Wash—Wash the bottom, charge extra for the top
- Wheelbarrow Racing and/or 3-Legged Races



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DYNAMO DATE NIGHTS

Casino Night
Dances—Rock & Roll, Line Dancing, Ballroom Dancing
“Grease” Movie-Themed Costume Contest and Sing-Along
Kentucky Derby Party—Hats & Bowties
Mad Hatters’ Tea Party
Murder Mystery Party
Mystery Dinner Theatre, Roaring 20s
Oscar Extravaganza
Progressive Dinner—Three Restaurants/Three courses

FABULOUS FOODS

Chili Supper, Baked Potato Bar, Ice Cream Social
Chocolate & Wine Sale
Coffee or Brunch Event with Recipes
Ethnic Dinner—Small Plates
Hot, Medium, and Mild Pepper Jelly Sale
Kitchen Tour with Host Chefs
Pub Crawl
Spaghetti Dinner

GIRLS ONLY FUN AND FRIVOLITY

Bunco or Card Party
Mother/Daughter Tea
Purse Bingo
Paint Night
Pajama Party or Pajama Day
Styles Show or Fashion Show
Trivia Night

HOLIDAY HAPPENINGS

Christmas Tree Delivery
Egg My Yard—Easter
Festival of Trees
Haunted House or Halloween Party
Holiday Expo or Bazaar
Holiday Open House or House Tour
July 4th—Fireworks, Flea Market, Parade, Cookout
Paint a Pallet-Flags, Pumpkins, Snowman
Poinsettias & Wreath Sale
Polar Express Event—PJs, Hot Choc, Cookies, Santa
Santa or Bunny Breakfast
Scarecrow Contest

HOUSE AND GARDEN GOODIES

Garden Tour
Flamingo Flock—Pay for Removal
Raffle a Truck Load of Gravel or Mulch
Spring Plant Sale

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PAMPERED PETS

Dog Show or Pet Show
Pet Homemade Treat Sale
Pet Wash
Pet Pageant
Pet Photo Contest

SALES/AUCTIONS

Amazing Art & Craft Auction
Bazaar—Host the event or a table
Book Sale—Used and New, Invite an Author
Children's Consignment Sale
Cookie/Dessert Sale
Furniture Upscale and Resale
It's in the Bag! (Brown Bag Auction)
Kitchen Utensil Demo & Sale
Make It, Bake It, or Fake It! (Arts, Crafts, Foods)
Re-Gift Auction
Slightly Used Jewelry Sale

SPORT SPECTACULARS

Bowling Tournament
Kids Sports Camp
Fishing Tournament
Golf Tournament
Kickball Tournament
Walk or Road Race

STEPS TO SUCCESSFUL FUNDRAISING AND DEVELOPMENT

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.

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 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.

SET GOALS AND OBJECTIVES

Evaluate your club or State 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.

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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.

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 State 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 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?

Consider all estimated costs (including contingencies) and your fundraising goal. Decide 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

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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 Plan* 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 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 is 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 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

Currently Under Review

GFWC FUND DEVELOPMENT

GFWC Designated Funds support the work of GFWC by providing essential funding in targeted areas. They are vital to continue GFWC's mission of strengthening our communities and enhancing the lives of others. Donations can be made online through the Member Portal at www.GFWC.org/memberportal or by check made out to GFWC, with the individual fund named in the memo field, and mailed to GFWC, 1734 N Street NW, Washington, DC 20036-2990.

THE CAMPAIGN FOR THE FUTURE

The *Campaign for the Future*, launched in June 2014 and set to end in June 2022, 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 work, time-honored traditions, and future efforts of our clubs and clubwomen around the globe.

FRIENDS OF THE WHRC

Membership in the *Friends of the WHRC* provides special benefits to GFWC members, clubs, and State Federations that make contributions to support the work of the WHRC. Funds are used to purchase preservation supplies, collections management technology, and books for the WHRC research library. In addition, Friends donations support outreach activities directed toward students, teachers, and others.

GFWC ENDOWMENT FUND

The GFWC Endowment Fund was begun 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, but income earned on the fund is unrestricted and has been used to support program, advocacy and outreach efforts, and overall membership development opportunities.

GFWC JANE CUNNINGHAM CROLY GRAVESITE

Help honor our founding mother by donating to the *GFWC Jane Cunningham Croly Gravesite Fund*. This fund provides the necessary means to maintain her gravesite in Lakewood, NJ. In 2010, thanks to your generosity, the Croly family gravesite was refurbished. All donations are tax deductible and all donors will be acknowledged by email.

GFWC LIBRARY DISASTER RELIEF FUND

Tying together members' generous financial gifts and passion for literacy with our mission of community improvement through volunteer service, the *GFWC Disaster Relief—Library Replenishment Fund* assists in restocking the collections of public and public school libraries that have been affected by natural and manmade disasters.

1734 SOCIETY

Named for the GFWC Headquarters' address at historic 1734 N Street NW in Washington, DC, the 1734 Society is dedicated to preserving and maintaining the building as a National Historic Landmark. Members of the 1734 Society understand the importance of historic preservation and take pride in supporting GFWC Headquarters.

GFWC SIGNATURE PROGRAM: DOMESTIC AND SEXUAL VIOLENCE AWARENESS AND PREVENTION FUND

Improve the lives of domestic violence survivors around the country by making an investment in their future with a donation to the *GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention Fund*. Money from the fund will allow GFWC to award intimate partner violence survivors with a scholarship, giving them hope for a better tomorrow. The GFWC Success for Survivors Scholarship was created through GFWC's commitment to our Signature Program, to change the lives of survivors as they take the next step in reshaping their future in a positive way through higher education. For nearly half a century, GFWC has fought to eliminate domestic violence, and the establishment of this fund is one way that GFWC moves towards achieving that goal.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Fundraising and Development projects 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 Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Fundraising and Development Advancement Plan. Clubs do not submit entries directly to GFWC.



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