

# **The Almanac of Fundraising Ideas**

**Joe DiDonato**

**Over 350 Pages  
Video and URL Links**

**Ideas to  
Stimulate Your  
Fundraising  
Committee**

**Children & Young Adult Fundraising Section  
Cause-Related Marketing Ideas  
Planned Giving Programs**

**The Almanac of Fundraising Ideas**  
*Ideas to Stimulate Your Fundraising Committee*

[www.FundraisingAlmanac.com](http://www.FundraisingAlmanac.com)

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*To My Loving Wife Tatiana...*

*To love and be loved is to feel the sun from both sides.*

David Viscott

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While every effort has been made to find the originator of each of the ideas that are not the author's, the sheer volume of non-profit events makes it hard, if not impossible to find the originator of many of these idea. If you feel that you should be given credit for the original idea, please provide that information to the author, along with some substantiation, and the author will endeavor to provide you with credit in the next edition. Please remember that the intention of this publication is to foster an environment of innovation in the non-profit world, and to help all causes, including yours, reach new levels of success.

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*Joe DiDonato*

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# Introduction

If you are an outgoing and organized person by nature, you will probably love working on a fundraising event. Revenues from fundraising events are not only crucial to most non-profit organizations, they can truly be rewarding and fun projects with which to be involved. Nothing is as satisfying as standing up in front of your group to announce how much money you just helped that organization raise, especially when you know that the funds will go to a great cause.

To that end, this book will be a source of many ideas for your fundraising teams. The best use of this book is to stimulate your own personal “mind storming” session, as well as act as a pre-meeting catalyst for your fundraising team’s sessions. You are encouraged to change the ideas to personalize them for your organization, or combine several ideas to produce an entirely different event. You will find that there will be four types of personalities that usually show up to help on a fundraiser, and you’ll need them all: the *creator* of new ideas; the *advancer* of ideas; the *organizer* personality; and the *implementer* personality. Identify these types early and slot them into the right roles, as they are very different strengths. Instead of giving you a complicated way of determining these personalities, your committee can probably name the individuals with the simple labels above.

Many of the projects that follow show a \$ to \$\$\$\$ indicator of the typical monies that can be raised, along with some of the resources you might need, the size of the team, and other useful tips. As you modify each idea, use your committee’s combined brain power to make your event a success.

To help you get started, the next several pages talk briefly about the make-up of committees, volunteers, and the ever important budget for

the event. Make sure that you are realistic with your event's goals and financial expectations. A well thought-out event could become the "flagship" for your non-profit for many years to come.

## Committees

Committees bring fundraising events and activities to life. When the committees work as a team, no obstacles stand in the way, enthusiasm abounds, and everyone has fun.

Typical functions on a fundraising committee include:

- Chairperson;
- Finance person;
- Marketing/Publicity person;
- Ticket/Event sales person;
- Logistical support person;
- Entertainment coordinator;
- Awards coordinator;
- Raffle coordinator;
- Silent/Live Auction coordinator;
- Volunteer coordinator;
- Corporate sponsorship solicitation person;
- Special VIP coordinator;
- Printing coordinator;
- Website support person; and
- Auction item solicitation and coordination person.

In smaller events, many of these functions can be combined and handled by one person. In larger events, you may want to add helpers for each of the senior positions.

The chairperson chosen must be a good delegator and leader. A good leader knows to pass the work around, as well as the praise. Not only will that help the current event, but future events as well, as many of the same people will volunteer year after year to help.

## Volunteers

Event volunteers are at the core of every event's success or failure. These include the event committee members and those people that actually run the event. The number of people needed to run an event varies by the type of event, the logistics required, and any special needs necessary to run a specific event.

As an example, in a door-to-door campaign, where sales of cookies, chocolate, and other such items are being sold, the number of volunteers you might want to round up would be one for every \$25 to \$100 in profit you hope to raise. Contrast that with a huge event, like a tour of homes that have been decorated for the holidays. Hosting 10,000 or more visitors might require 100's of volunteers to handle the logistics of parking cars, busing the visitors, running boutique store sales, as well as hosting the homes on the tour.

Be realistic in setting up volunteer duties. If you overwork your committee members or volunteers, you will be disappointed with the results. It is always better to have too many people helping than too few.

## Budgets

A good financial person on the team is essential, as the budget is an ever-changing, dynamic part of each event. Most committees spend 10% to 40% of the dollars raised, just putting on the event. When those percentages are exceeded, then the event starts to lose important revenue that could have help your charity's programs.

The secret to effective budgeting is to make a list of all your revenue and cost items, and then have your finance person organize them into categories for purposes of putting together a budget. Costs to consider vary by event, especially if some of the items are donated, but here's a starter list for you to consider:

- Site rental;
- Maintenance of site;

- Security personnel;
- Food and refreshments;
- Servers and bartenders;
- Travel and lodging for special guests;
- Event equipment (microphones, video equipment, audio equipment, podiums, electrical equipment such as extension cords or portable generators, portable restrooms, and so on);
- Advertising and press releases: Signs, posters, flyers, newspaper articles, newspaper ads, and so on;
- Special event personnel, such as an auctioneer;
- Items to be sold;
- Insurance;
- Telephone bills; and
- Miscellaneous supplies such as raffle tickets, baskets, bags, and other event related articles.

A good idea is to focus on your larger dollar items, and try to get corporate sponsors to provide them free of charge. Many companies have community-facing programs, and if you're not asking for dollars, they are usually very accommodating. What business wouldn't like a major event going on in their employee parking lot on a Sunday? It's free advertising and good public relations (PR).

Some of the established charities are very ingenious when it comes to funding some of their signature events. Some use commercial print shops to create an event brochure for free!

How do they do that? Many enterprising printers will offer to publish the event brochure for free, if you provide them with a list of potential advertisers that they can contact on your behalf to sponsor your publication. Your printer will calculate how many, and what types of ads it will take to cover the printing of the brochure. Then your printer will give you guidance on how much it will cost per ad in the event brochure to make the printing free, and still give you plenty of pages for your messages, event details, and other event related information.

Another potential source of help is to contact local restaurants or wineries when you plan to offer food or refreshments for your event.

Many restaurants own booths and banners to accommodate these kinds of requests. These proprietors understand that working with charities in their community will, in turn, help them grow their own businesses.

In short, be creative when it comes to eliminating the costs in your event budget. Think about what companies or organizations would benefit from exposure to your event's audience. Make a list of these potential sponsoring organizations, and then prepare a small presentation that explains your cause, who benefits from your organization's work, and the benefits of sponsoring your event for their own company or organization. Some benefits to consider are those derived from your event's expected audience. If it's a fashion show at a local school, then local boutique clothing stores that cater to students in that age range are great potential sponsors.

## Donor Relationships

Perhaps the most crucial element for any fundraising event is to approach people and companies that your charity has a relationship with already. In one event, 120 people donated over \$70,000 to a charity for a woman's home, at a Monday luncheon. The event organizers used a donated room in a church, a master of ceremonies, and provided a buffet of food from Costco. They also asked a small theatre group to re-enacting how the young women got into their predicament with drugs, and had several of the women in their program on hand to tell their life stories.

Were the attendees just any audience of 120 people? Of course not. The people in the audience were a mixture of long time supporters, families and friends of the women in the shelter, as well as new donors that the group was courting as supporters for their charity.

If you were to add one more committee member to your list, it is recommended that you add someone who is really influential and connected to potential sponsors and donors in the community. You should also utilize connections to board members of your organization, or any other influential group that the committee can recruit as a resource, such as a local politician or business leader. Don't forget the

Kiwanis clubs, the Rotary clubs, and similar organizations. Those clubs are made up of many influential and well-connected members who are very accommodating to non-profit organizations.

## Legal Advice

Most states have strict laws on how monies can be solicited from donors. This protects you and the donors from unscrupulous people and organizations. Check with your State Attorney General's office to see what is required in your state. Usually you can find this type of information online, and many of the states have special sections that work with non-profits.

If you have legal counsel helping your non-profit, they can also advise you on the necessary forms and procedures. Usually, there is both a registration process for the non-profit, and a reporting function for a specific event such as a raffle. Many states also require that a person or company that is not an employee of your non-profit, who holds or retains money on your behalf, is required to register with the state and pay an annual fee.

Almost every state has rules in place governing the operation of a raffle event. Many require that you register your raffle ahead of time, and after the event, report on all money raised. Some states control how big the prize can be, such as California, where the prize is limited to 10% of the value of all money collected, unless the prize is donated or purchased with separate funds. And lastly, most states prevent running raffles online.

Check to see if you need to collect sales tax for your state and city. You will invariably have to collect it, or the vendors that work in your event will have to collect and report it.

Check the laws and rules out before you invest time and money into an event. Make sure you're complying at both the state and local level.

# Fundraising Ideas

## *Author's note...*

*It seems to me that an idea is the most powerful force in the universe. When that idea is meant to improve our world, it seems to me that an even more powerful force is unleashed in our collective minds. It also seems to me that if we diligently feed that idea with kindness, love, and more ideas, that surely we will end up changing our world for the better.*

*It is my sincerest hope that the ideas in this book will help fuel your ideas, and that together, we will bring about a new and wondrous world. And in the words of Barbara Marx Hubbard, may our common goal be a world where, no matter where we look, we see hope and "Humanity Ascending."*

*Joe DiDonato*



## Amazon aStore

### Website Link: Example of Amazon aStore

Link to example: [www.TheOrphanFoundation.org/store.htm](http://www.TheOrphanFoundation.org/store.htm)

#### Browse by Category

POWERED BY  
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### Video 1 - Example of Amazon aStore

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## Amazon aStore

Potential Revenues:	\$
Revenue Source:	4-15% of sales made through your aStore
Advertising:	Social media, eNewsletter articles, news articles on your site, a dedicated page on your site for the aStore, internet discussion boards, press releases to local newspapers and radio stations, blogs, your non-profit's homepage, in your email signature, all communications
Equipment/Supplies:	None
Partners:	Amazon and their network of sellers and partners <a href="https://affiliate-program.amazon.com">https://affiliate-program.amazon.com</a>
Volunteers Needed:	Your webmaster

### How It Works:

This is a very simple and straight-forward program that's easy to implement. The way you make money is by referring people who are shopping in your store to the main Amazon store. Amazon handles the entire transaction, and then sends you a percentage for the referral. These programs are sometimes called affiliate programs, but the aStore is more like a traditional online store that appears on your website. To see an example, you can go to [www.TheOrphanFoundation.org](http://www.TheOrphanFoundation.org) and click on their store link. Once you select the products that you want to appear from the enormous Amazon community, everything else is done on your behalf by Amazon, including shipping and billing.

To create an aStore account, you simply go to <https://affiliate-program.amazon.com>, and follow the instructions given. Some tips are there on how to create widgets and select products, but this is relatively simple to do. When you're done selecting the products, you are given a

couple of options on whether or not you want to link to a separate page, create a page on your site, or create a separate section on your site. After the product selections are made, your aStore is done, and you can get some simple HTML code to incorporate in your site.

### **Ideas to Consider:**

These referral programs are easy to start – and the aStore is one of the best from a “functionality, look and feel” perspective. However, one of the concerns about affiliate programs is that you don’t really get to know your customers, or even their names. All that type of information is hidden from you except for the number of transactions made from your site, the total revenue generated from your site, and your earnings. Once someone buys from Amazon through your store, Amazon begins a strong direct marketing campaign with those customers. That means that the customers will be likely buying from them direct, and you’ll no longer get a referral fee.

As a result, you’ll want to create your own list of buyers by arranging giveaways and other incentives for customers to give you their names and email addresses. For your existing mailing list recipients, you want to make sure that you remind them to buy ‘through’ your store, so that referral monies go to your cause.

Most of your referral fees will be capped around 4%. If you get enough orders in a particular month, your fee will go to 6%. When the next month rolls around, however, you have to start all over again. The 15% fees are reserved for special programs that Amazon is trying to push. These products may or may not be what you’re willing to offer in your store.

**Source of Idea:** *This is a program that is advertised by [www.Amazon.com](http://www.Amazon.com) on its website, and made available to both for-profits and non-profits.*


## Auto Fair for Charity

### Website Link: For-Profit Example of Auto Fair

Link to example: [www.NEParkNSell.com](http://www.NEParkNSell.com)

[Home](#)
[Directions](#)
[For Car Buyers](#)
[For Car Sellers](#)
[Pay](#)

**Putting Buyers & Sellers Together**



**Every Weekend: April - October**

NEW ENGLAND

# PARK N SELL

**\$35 @ Holyoke Mall**  
weekend

**EVERY WEEKEND - APRIL - OCTOBER!**

Friday:	Noon - 3:00 PM (or until dark)
Saturday:	9:00 AM - 3:00 PM (or until dark)
Sunday:	9:00 AM - 5:00 PM

**HOLYOKE MALL at INGLESIDE:**  
(Kia Motors One Imports and Kia of Oriental Ridge - approximately)  
 Address: 98 Holyoke Street Holyoke, MA

**OVERFLOW LOT ACROSS FROM BARNES & NOBLE**  
(Kia Motors One Imports and Kia of Oriental Ridge - approximately)  
 Address: 98 Holyoke Street Holyoke, MA

Drop off your vehicle anytime during the above hours - the earlier the better

1st Weekend: \$35  
 2nd Weekend: \$30  
 Thereafter: \$25 / weekend  
(RV's/Boats/Trailers over 20' add \$10/weekend)

**IMPORTANT:** [Selling Your Vehicle](#)  
[Buying Your Next Vehicle](#)

**Questions:** [info@NEParkNSell.com](mailto:info@NEParkNSell.com) or  
 805.823.3552 mobile



**Selling @ Park N Sell**



- Our advertising brings 100% of buyers to one location
- Our lot is a very high-traffic location at the entrance to the Holyoke Mall
- Get a better deal for your vehicle than wholesale pricing, and with no trade-in, you free yourself up to make a better deal when buying your next vehicle
- Strangers don't come to your home to see your car
- Very high chance of selling in one weekend (we estimate 90-95% when priced at the Kelley Blue Book "private-party pricing" level)
- 24-hour security provided by the Holyoke Mall, and you don't have to park your car illegally or unattended

**Buying @ Park N Sell**

- No need to drive to several locations to find the car you want
- 100% of cars are available to choose from every month
- Actually see the cars versus looking at photos or word ads
- We attract many car sellers to our lot because of its very high-traffic location at the entrance to the Holyoke Mall
- Get a better deal with "private-party pricing" (see Kelley Blue Book for examples)
- Meet sellers in a safe location
- We ask for proof of ownership when sellers park on our lot (Registration, proof of insurance and driver's license)
- Used car warranties are available from many independent sources - as low as \$25/month, so why pay more for a 60-day warranty from a dealer (see link below)

**Helpful Links:**

Designed by Free CSS Templates

### Video 2 - For-Profit Example of Auto Fair

[Link to Table of Contents](#)

## Auto Fair for Charity

Potential Revenues:	\$\$\$\$
Revenue Source:	Fees from car owners and dealers who park “for sale” vehicles; attendance fees – depending on the venue
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads
Equipment/Supplies:	Parking lot, booth or tent for filling out paperwork.
Partners:	School, college or business offering parking facilities, possibly auto dealers, auto clubs, and a celebrity
Volunteers Needed:	To manage traffic, sign-up car owners, get the word out

### How It Works:

With enough advertising and notice, this has the potential to generate a lot of revenue for your organization. Basically, vehicle owners are leaving their autos, boats, and RV's in a school parking lot for a weekend, in the hopes of selling their vehicles. Start taking in vehicles at 4-5 PM on Friday, and make sure the owners pick them up on Sunday when the event closes. Charge a fee like \$35-\$70 per vehicle, and with a pre-designed widow sticker that tells the price, the owner's phone number, and other pertinent data about the car, you're in business.

As the vehicles are to be kept on the lot for two nights, make sure that you have security available to watch over the cars. Insist that owners be present for any car inspections or test rides. You don't want to act as an auto dealer. You're simply allowing vehicle owners to “park their cars” at your event site for a weekend, in the hopes that they will be able to sell their cars.

Make sure owners sign a document that they are leaving the car at their own risk, and consult a lawyer to make sure you're complying with all local, state, and federal laws.

### **Ideas to Consider:**

Best car sales months are usually right after tax season, through the first part of September. You might want to also have a celebrity available at the event, food vendors (who will give you 20% of their profits), and maybe even an antique or classical car show at the same time. Maybe a new car dealer wants to show off a new car. Invite auto dealers to participate, and give them a volume discount if they park multiple cars.

Sometimes a radio station will broadcast from an event like this, and you might even have some other entertainment available. If that's the case, then you might want to consider an admission fee to generate additional revenues. Just don't make it too high to keep people away. You want a lot of traffic.

If you plan a lot of preliminary advertising, then you might want to run the event for an entire month. You could even offer unsuccessful sellers the opportunity to come back for a reduced fee. Offer car dealers a per-month car fee. Dealers will be strongly inclined to participate if you're giving them a highly visible alternative to their normal advertising and lot location. They also can demonstrate that they are supporting a great cause.

Sell banner space to related auto suppliers and servicers. Car repair services and auto supply stores would love to participate.

**Source of Idea:** *This idea originates in the "for-profit" world and was first seen in Southern California. Two companies that provide this service as a continuous business are the Santa Clarita Auto Fair and the [www.NEParkNSell.com](http://www.NEParkNSell.com). If you're near these cities, you might want to collaborate with these businesses to help you run a special event that benefits both their organization and yours.*

## Bachelor Auction

### Video - 2010 San Francisco Bachelor Auction

Video Link: <http://www.youtube.com/watch?v=ESrfcDsfc3c&NR=1>



### Video 3 - Keith McLane Gives Tips on Auctioneering at SF Bachelor Auction

[Link to Table of Contents](#)

## Bachelor Auction

Potential Revenues:	\$\$\$\$
Revenue Source:	Auction fees paid for a date with eligible bachelors/bachelorettes
Advertising:	Social media, press releases, flyers, posters, website, all communications
Equipment/Supplies:	Stage and auditorium, bidding signs
Partners:	Single celebrities and local company nominees, event sponsors, radio/TV people
Volunteers Needed:	20-25 bachelors/bachelorettes from the area, emcee/auctioneer, collectors of contributions, event organizers and committees.

### How It Works:

These are great fundraisers when the venue is appropriate for your organization. In this section, only the male version of this auction will be discussed, but know that bachelorette auctions are equally good fundraisers. Although these auctions can be part of larger events, the event discussed treats the bachelor auction as the main venue. In this event, large contributions are created by audience bidding, in an auction format, on each bachelor.

Getting the bachelors is half the fun, and you should set a goal of 20-25 single, eligible men. One way to find bachelors is to create a competitive challenge and announce it to local business, news media, fire stations, and especially associations like National Association of Women Business Owners (NAWBO). Getting groups like these involved is a great way to get attendance from supporters, as well as to sell event sponsorships. Consider creating a “traveling award” that goes to the bachelor’s sponsoring organization that raises the most money through bidding.



Encourage the bachelors and their organizations to invite eligible ladies of means to come and offer their support. By making this a dinner and social evening, a table of 10 seats can be sold to a participating organization at \$150 per seat (which should include a company banner). If all the tables can't be pre-sold, then sell table sponsorships with a sponsor banner on the table, and use a higher single-seat price.

You should pre-package date venues with each winning bid. You may want to have several tiers that the auctioneer can use to entice higher bids. Ask area entertainment businesses (clubs, restaurants, dinner boats, etc.) to donate the packages to your cause.

Make sure you have volunteer help and a way to collect the winning bids. Portable credit card machines are going to be an absolute necessary to handle the larger bids. The bidding tends to be more fun in this type of event if people raise their hands, but you can also consider bidding wands at each of the tables or place settings.

### **Ideas to Consider:**

Get TV and news celebrities involved, as they can influence attendance in a number of ways, including offering free attendance tickets on their shows, event promotion, and support for their bachelor.

Favor a more formal event with dinner, and make sure that your emcee and auctioneer are entertaining. Keep this an upbeat evening, so that everyone has a good time. Hand out an elegant souvenir for attending, complete with your logo and website.

If you come up with excess date packages, or perhaps a "ladies only" spa package, consider selling raffle tickets to everyone in attendance. Maximize the donations from each of the attendees, and give them a way to win if they're not the successful bidders.

**Source of Idea:** *Unknown.* Probably one of the larger venues is the San Francisco Bachelor Auction now in its 8<sup>th</sup> year. They feature 25 Bay Area bachelors and use a very formal and elegant format.

## Baseball with the Stars

### Video: ER Bat for the Cure 4th Annual Fantasy Softball Challenge

Video Link: [http://www.youtube.com/watch?v=0lvtZZf6f\\_0](http://www.youtube.com/watch?v=0lvtZZf6f_0)



#### Video 4 - Baseball with the Stars Video

[Link to Table of Contents](#)

## Baseball with the Stars

Potential Revenues:	\$\$\$
Revenue Source:	Pay to play fees, and admission fees
Advertising:	Social media, press releases, flyers, posters, website, all communications
Equipment/Supplies:	Miscellaneous logo shirts or other paraphernalia that you intend to have the players utilize.
Partners:	Area celebrities to professional baseball teams; baseball field with announcement capabilities
Volunteers Needed:	Radio and TV celebrities, politicians, movie celebrities, pro or semi-pro baseball teams, someone to throw out the opening pitch, sing the Star Spangled Banner, and serve as the announcer.

### How It Works:

There are two ways to make money with this fundraiser. The first is to charge ballplayers who want to play on the field against the stars. The second way is an admission fee for attending the event.

This can be softball or hardball, depending on whom you get to play against. Look for professional baseball 'farm' teams, if you want to field a hardball tournament. There are lots around for each major league team.

A softball tournament against local celebrities can be just as big a draw, and loads of fun. In fact, it will probably be easier to get people to play, which means that you'll get the player fees. Depending on whom you enlist as the "Star Team," you will want to establish a "commensurate" fee to play on the field with them. This should be a fun event, and if

you're a charity, look to your board to take the field, along with any staff members. Make arrangements for someone to throw out the opening pitch – perhaps the local mayor - and consider someone to sing the "Star Spangled Banner," and someone to serve as a host announcer. The announcer job will be important, as they will be announcing raffles.

### **Ideas to Consider:**

You should arrange to have food for sale, either hosted by you or a service club. Alternatively, find several vendors who will share 20% of their sales dollars with you. If you have any commemorative articles, logo items, and similar paraphernalia, make sure you bring them and set them out on tables or in a booth.

Consider selling raffle tickets – lots of them. At the end of each inning, or at key innings, you can announce a winner. Have some great prizes, including a lunch or dinner with one of the stars. You might also want to consider a "Star Auction," where you can raise money in exchange for a lunch or dinner date with one of the celebrities. Although a silent auction might be difficult to do at an event like this, it's also worth considering.

Don't be afraid to ask for a high "player fee," as it's a tax deductible expense, and you get to sell 9 or more. If you get 18 people signed up, then you just alternate them throughout the game. At \$500 to play, an attendance fee of \$10, and several raffles, this can really bring in a lot of needed dollars.

**Source of Idea:** *Unknown. Many major league sporting teams and MLB Alumni offer similar events in conjunction with charities.*



### **Video 5 – Major League Baseball Players Alumni - Hope4Heroes**

<http://www.woundedheroesbaseball.com/>

## Black Tie Gala

### Video – Snow Ball 2009

Video link: <http://vimeo.com/3093041>



### Video 6 - Snow Ball 2009 Black Tie Event

[Link to Table of Contents](#)

## Black Tie Gala

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Attendance fees, silent and live auctions
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, all communications
Equipment/Supplies:	Event planning at elegant hotel will be primary supplier, table centerpieces, decorations, event tables
Partners:	Area hotels, businesses, restaurants, corporations, event brochure printer
Volunteers Needed:	Extensive committee structure to handle all aspects of the event

### How It Works:

This is the ‘granddaddy’ of all fundraisers. In this event, you invite high society to attend, as well as those up-and-coming socialites. Make sure that you secure one of the area’s finest hotels, such as a Four Seasons, as a fitting environment for such a grand social event. Send out your invites at least 45-60 days ahead of time to ensure attendance. Price this at the “faint level,” which is \$400 or higher per plate.

You’ll need a high profile celebrity or well-known business executive to keynote this event. Once you’ve secured this level person or a line-up of people like this, attendance follows. If you Google *Distinguished Speaker Series* in Southern California you will see the level of speaker you need. In fact, if you can coordinate your event when one of these types of speakers is in your town, you may make a connection for your event. Use all of your connections to get the right person, and everything else will fall into place.

As this will be “press worthy,” you should invite press and other media people who would want to attend in order to record the speaker’s words of wisdom, as well as photograph the invitees and participants in this grand social event. It’s a very unique newsworthy opportunity for all parties involved.

From this point on, this event will be like any other gala dinner or ball event – a lot of hard work. Lay out a well thought out plan for securing the facility, locking in the speaker(s)’ schedules, printing and sending out the invitations, arranging decorations and catering, securing auction items, printing the event flyer, soliciting sponsorships, valet parking, and the endless amount of work it will take to do your version of this event. And wouldn’t it be great if this became your annual signature event?

### **Ideas to Consider:**

If you can arrange for your auctioneer or emcee to do a live auction while the speakers are seated at the head table, that would probably be a great time to draw a lot of high bids from the audience. People want to be remembered for their generosity in front of such an important person, and may even want to be introduced. You can also notify silent auction winners while dinner is being served, and you can use the event’s seating chart to identify where they are seated. That’s also a good time to collect!

In addition to overall event sponsors, consider selling table sponsorships for the 50-100 plus tables that will be available to seat 10 people each. Incorporate the cost of the 10 invitations into the table sponsorships, as that bulk price will ensure that the table is filled by the sponsor – more than likely, from their mutual companies.

Some vendors might even want to sponsor a gift for every attendee as a way to show their appreciation, as well as get their name in front of this elite gathering. These gift items can be spread out into three sponsorships – a door gift, a table gift, and a seat gift. Think big and you can probably get it sponsored at this type of event.

**Source of Idea:** *Unknown. Probably the original black tie formal in the US occurred shortly after the American Red Cross was formed in 1881.*

## Bowl-a-Thon

### Video: Domestic Violence Bowl-a-Thon Raises \$91,000

Video Link: <http://www.youtube.com/watch?v=IXsBUNoOVEU>



### Video 7 - Domestic Violence Bowl-a-Thon

[Link to Table of Contents](#)



## Bowl-a-Thon

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Attendance fees, silent and live auctions, raffles, lane sponsorships
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Event planning with area bowling establishment, tables for auction items, audio system
Partners:	Area businesses, restaurants, corporations, bowling lane owner
Volunteers Needed:	Extensive committee structure to handle all aspects of the event

### How It Works:

As you can see from the video, this can be a surprisingly large fundraising event. The Domestic Violence organization of New Haven, CT uses this as their premier annual event, and earned \$91,000. The great part of this event is that the bowling alley comes fully equipped to handle your event. Simply arrange to rent a block of lanes or the entire building for your event.

The hard part is deciding on fundraising venues. Usually, the event is either done by inviting teams to come in and compete, or by open bowling. The preference is for the teams, as you can pretty much decide ahead of time what you'll be getting for donations, as well as what you'll be needing for space. Generally, teams pay between \$60 to \$150 and more to compete. Prizes are donated and awarded, and team scores are posted as the day goes on.

The day is usually broken up into multiple time slots, and teams are assigned to each slot for the competition. If you have a 60-lane facility, you can see how quickly the contributions can add up. Five 2-hour time slots, completely filled, equals 300 teams. At \$100 to enter a four-

person team, that's \$30,000 to begin with. Then there are the other added fundraisers that can be combined: silent auctions, live auctions, food and drinks, sponsorships, and even an awards dinner later in the evening.

### **Ideas to Consider:**

So where do you come up with 400 teams? Well this becomes a perfect venue for existing bowling leagues, local businesses and associations (like Kiwanis and Rotary) to participate in. Contact each local business and ask them if they'd support your event by entering 1 or 2 teams. Explain the rules, prizes and your cause. It's not too hard to come up with 1 or 2 teams in a company, and a healthy competition makes for great press releases and sponsorships.

While you're in talking with the businesses, ask if they'd like to sponsor one of the lanes during the event. Perhaps a good sign sponsorship would cost \$200. With 50 lanes, that's an additional \$10,000. Allow fans to attend for a small donation, or even for free. You want a lot of participation in the silent auctions, buying food you have for sale, or attending the awards dinner event that evening. Remember that you have to charge to attend, unless you've included it in the team entry fee.

If you can get a few of the local celebrities to attend, that will draw additional people to the event. Make sure that you use the *Live Auction* and *Silent Auction* formats at the dinner.

Make the prizes fun. Come up with unusual prizes to augment the normal first, second, and third place prizes. Maybe you can get a car dealership to come in with an overall sponsorship, and offer up a car for a 300-game. (Believe it or not, Lloyd's of London ([www.Lloyds.com](http://www.Lloyds.com)) insures these types of awards, based on expected risks.) The more prizes the better: most gutters, lowest individual score, highest individual score, best team jerseys, and so forth.

**Source of Idea:** *Original event unknown, but if you do know the history of the first event, please don't hesitate to contact us at [www.FundraisingAlmanac.com](http://www.FundraisingAlmanac.com).*

## Car and Vehicle Donations

### Video: What Can I Donate? Cars 4 Causes

Video link: <http://www.youtube.com/watch?v=pfCCBwCxjll>



### Video 8 - Car Donations: What Can I Donate?

[Link to Table of Contents](#)

## Car and Vehicle Donations

Potential Revenues:	\$
Revenue Source:	40-87% of the vehicle recovery amount
Advertising:	Social media, eNewsletter articles, news articles on your site, press releases to local newspapers and radio stations, blogs, your non-profit's homepage, in your email signature, all communications
Equipment/Supplies:	None
Partners:	See list in <i>Ideas to Consider</i>
Volunteers Needed:	Your webmaster

### How It Works:

This is an easy, instant, and typically fully-managed turnkey program to help any charity, church or school supplement their fundraising income. The usual relationship is that the broker acts as an agent for the charity. Below are typical advantages to the non-profit:

- No liability, costs, staff time, contracts or risks
- 40-87% of the vehicle's recovery amount is paid to your organization, based on the service you use
- There are usually no fundraising costs except those you incur for marketing and advertising
- There are usually reports available showing sales, costs, donor information
- Instant start-up of the program once you register

For the donor of the vehicle, this will be a tax-deduction, if your organization is so designated by the IRS. If you're a 501(c)(3), then you've met the test. Some organizations, like private schools, do not have this designation, and thus the car donation will not be tax-deductible. IRS publications 4302 and 4303 cover these requirements pretty well if you or the donor has questions. Assuming the donor is in the 33% tax bracket, about a third of the car's market value will show up

as a tax credit, so a donated vehicle with a value of \$2400 will yield about an \$800 tax credit.

Interestingly, not all of these brokers take all vehicles. Make sure you check their program rules before signing up, or hedge your bet by signing up with several. Some programs will not take all vehicles, or have some special requirements like the car must be running. Usually, the donated car needs to have four tires, an engine and a transmission.

### **Ideas to Consider:**

Most of these programs have a low return because it's hard to find a donor without some inside information from the family. Oftentimes, the donations occur because they hear a radio or TV announcement run by either the charitable organization or the companies that run these programs for the charities.

You might want to consider creating a brochure about your program, and putting those brochures in the hands of nursing homes, car dealerships, car consignment lots, and similar places where a potentially donated car might show up.

Another way to put the odds in your favor is to list your group with multiple for-profit and non-profit companies that provide this service. Below are nine with which to start.

[www.Cars4Causes.net](http://www.Cars4Causes.net)

[www.Cars4Charities.com](http://www.Cars4Charities.com)

[www.DonateACar.com](http://www.DonateACar.com)

[www.V-Dac.com](http://www.V-Dac.com)

[www.CharitableAutoResources.com](http://www.CharitableAutoResources.com)

[www.DonationLine.com](http://www.DonationLine.com)

[www.DonateCarUSA.com](http://www.DonateCarUSA.com)

[www.carshelpingamerica.org](http://www.carshelpingamerica.org)

[www.VehiclesForCharity.org](http://www.VehiclesForCharity.org)

**Source of Idea:** *Unknown. All of the above have been in this business for some time now.*

## **Caribbean Dance Festival**

### **Video: Latin Dance Festival - Park Inn Hotel London**

*Video Link:* <http://www.youtube.com/watch?v=j1QG5HhRK4M>



### **Video 9 - Latin Dance Festival - London Style**

[Link to Table of Contents](#)

## Caribbean Dance Festival

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Attendance fees, silent and live auctions, raffles
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Event planning at facility or hotel will be a primary supplier, salsa music, tables for auction items, audio system
Partners:	Salsa, rumba and other Caribbean dance instructors, disc jockey, area businesses, restaurants, corporations, event brochure printer
Volunteers Needed:	Extensive committee structure to handle all aspects of the event

### How it Works:

The music of the Caribbean is as diverse as the 24 countries that make up the region. Each style is a blend of African, European, Indian and native influences, created by the descendants of African slaves. Some of the styles to gain wide popularity outside of the Caribbean include reggae, zouk, salsa, calypso, reggaeton and punta. That richness makes for a festive evening of ‘spicy’ dance from the popular salsa to the more traditional rumba and mombo dances.

In this event, you will be creating an evening in the Caribbean, from the food you serve, to the entertainment and music, to the decor. You can choose to serve the food buffet style, or at festively decorated tables with heaping plates of jerk chicken made with Jamaican jerk spice to tease everyone’s palate. You’ll need a DJ with appropriate music, and several talented salsa and other dance instructors showing their style on the dance floor. After dinner, those same instructors will entice your

guests to join in the fun, offering group and private lessons right at the event. During dinner, have the instructors perform in front of the audience.

So now that you have the visual of the event, it's time to bear down and do the hard work of organizing this extravaganza. From this point on, this event will be like any other gala dinner or ball event – a lot of hard work. Conduct *Silent Auctions* and *Live Auctions* (refer to those sections in this book). Lay out a well thought out plan for securing the facility, locking in the DJ's and dance instructor's schedules, printing and sending out the invitations, arranging decorations and catering, securing auction items, printing the event flyer, soliciting sponsorships, valet parking, and the endless amount of work it will take to do your version of this event.

### **Ideas to Consider:**

If this is a sit-down style meal, arrange for your auctioneer or emcee to do the live auction between dinner dance performances, as that would probably be a great time to draw a lot of high bids from the audience. Perhaps you can arrange for the live auction items to be trips to a Caribbean paradise in Belize, or an exotic Caribbean cruise. You can also notify silent auction winners while dinner is being served, and you can use the event's seating chart to identify where they are seated. Make sure to collect the winning bid.

In addition to overall event sponsors, consider selling table sponsorships for the 30-50 plus tables that will be available to seat 10 people each. Incorporate the cost of the 10 invitations into the table sponsorships, as that bulk price will ensure that the table is filled by the sponsor – more than likely, their employees or best clients.

Some vendors might even want to sponsor a gift for every attendee as a way to show their appreciation, as well as get their name in front of the attendees. These gift items can be spread out into three sponsorships – a door gift, a table gift, and a seat gift. Think 'Caribbean' and you can probably get it sponsored at this type of event.

**Source of Idea:** *Unknown - idea adapted by author from other events.*



## Casino Night

### Video – Seminole County Democrats Casino Night 2010

*Video Link:*

[http://www.youtube.com/watch?v= A1kqYSrj6A&feature=related](http://www.youtube.com/watch?v=A1kqYSrj6A&feature=related)



**Video 10 - Example of a Political Casino Night with Silent Auctions**

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## Casino Night

Potential Revenues:	\$\$\$\$
Revenue Source:	Attendance fees, silent and live auctions, raffles
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Event planning at facility or hotel will be a primary supplier, gambling table rentals, tables for auction items, audio system
Partners:	Area hotels, businesses, restaurants, corporations, event brochure printer
Volunteers Needed:	Extensive committee structure to handle all aspects of the event

### How It Works:

Casino Nights are usually very well attended and provide a great excuse to get dressed up. Casino Nights offer dozens of ways to raise funds for non-profits, including silent auctions, live auctions, raffles, poker tournaments, individual sponsorships, corporate sponsorships, cash bars, gourmet catered dinners, and of course attendance ticket sales.

The good news is that nationwide suppliers exist that can rent you all of the equipment you need – *including the dealers!* In speaking with one of these nationwide companies, [www.Casino-Equipment-Rental.com](http://www.Casino-Equipment-Rental.com), they estimated that outfitting an event for 400 attendees for a 6-hour block of time – including dealers – would cost around \$7,000.

Although that sounds like a big chunk of money, you should consider that 400 people paying \$100 each is \$40,000. Add to this the funds from the other activities above, and you are probably creating a \$50,000 to \$75,000 event, depending on your live and silent auctions, raffles, sponsorships, cash bars, and everything else you add to the evening.

Another big part of your budget is going to be for food and beverages. With gambling going on, it might be worth considering a buffet-style venue. You'll have to provide some refreshments for free, but you should definitely use a cash bar and hostesses to deliver drinks (and sell more raffle tickets). As dinners and bar charges are often packaged with the cost of a banquet room, check those arrangements first.

### **Ideas to Consider:**

Some vendors might even want to sponsor a gift for every attendee as a way to show their appreciation, as well as to get their company's name in front of this elite gathering. Think big and you will probably get it sponsored at this type of event. An interesting commemorative gift for this type of event might be custom-designed dice. Google "custom dice" to get an idea of cost and then decide what to put on the six faces.

You might want to schedule a live auction break at some key point in the evening to draw a lot of high bids from the audience. Think "outside the box" on these types of events, so that you can truly have impressive items to auction. Tangible items like a trip to Monte Carlo, as well as intangible items like a celebrity date are the types of gifts to try for.

You can also notify silent auction winners throughout the evening, but you'll need an audio system to get over the noise. Alternatively, you can have a "winner's board" for the silent auctions and announce where people can check to see if they've won. Consider selling more chips for an additional donation near the "winner's board."

In addition to overall event sponsors, consider selling casino table sponsorships. In fact, the overall event sponsorship might be for \$10,000, which covers all of the gambling tables and then some. For that Las Vegas effect, invite local celebrities, politicians, and society's elite to the event. Maybe NBA/NFL cheerleaders can be hostesses.

**Source of Idea:** *Unknown. Probably the original black tie formal in the US occurred shortly after the American Red Cross was formed in 1881.*

## Celebrity and Sports Autographs

### Video: Autographs on the auction block

Video Link: <http://www.youtube.com/watch?v=8HGv75w4O-Q>



### Video 11 – Autographs on the Auction Block

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## Celebrity and Sports Autographs

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of raffle tickets, live and silent auction sales
Advertising:	Varies, but usually in conjunction with a larger event like a dinner, gala, or ball
Equipment/Supplies:	Tables to display items, two-up raffle tickets, silent auction sheets
Partners:	Celebrities, sports stars, and individuals with autographed items or photos <a href="http://www.AutographPros.com">www.AutographPros.com</a>
Volunteers Needed:	People to solicit autographed items, people to help put out the displays and bid sheets, people to sell the raffle tickets

### How it Works:

According to the “Six Degrees of Separation” theory, everyone is six people away, at most, from any other person on the planet. With that in mind, how about using your board’s and supporter’s connections to get celebrity and sports figure autographs? These make great raffle items, as well as unusual products for silent and live auctions. The types of items that have shown up in these venues can be mind-boggling in their variety: autographed pictures, sports equipment, guitars, microphones, CDs, DVDs, team jerseys, racing jerseys, baseballs, baseball bats, team hats, footballs, hockey pucks, team autographs and even a signed size 23 shoe from Shaquille O’Neal.

Although most of the items sell for a few hundred to a few thousand dollars, some items have been successfully auctioned by professional auctioneer houses in the 5 to 7-figure range, making the potential contribution dollars enormous. Some examples of rare items acquired at auction include: Marilyn Monroe’s “Happy Birthday Mr. President” Dress at a winning bid of \$1,267,500 in 1999; locks of hair from Elvis Presley went for \$115,000 in a 2002 auction; and Mark McGwire’s 70th-

home-run baseball sold at a 1999 auction for \$3 million. Granted you're not usually going to see these as gifts to your cause, but how about writing to several of your favorite actors or sports celebrities, that you know support your work? Ask them to sign a pile of autographs, or maybe a special item for your event. You can usually find their agents on sites like the Screen Actors Guild's "Find an Agent" search: [www.SAG.org](http://www.SAG.org) or by simply Googling "who is Johnny Depp's agent?"

If you can't come up with appropriate autographed items, one of the best sources is [www.AutographPros.com](http://www.AutographPros.com). They give a minimum of a 20% discount to charities, and have a huge assortment that ranges from autographed guitars by the Rolling Stones, to rare sports memorabilia. At the time of this writing, they even offer to ship "consigned items" to your event for free, and if they don't sell, they pay to ship them back.

### **Ideas to Consider:**

If you don't sell your items through your event's raffle, or your *Silent* or *Live Auctions*, use your *MissionFish/eBay Giving* account (see write-up in this book) to sell these autographed items after your event. You might even want to see if you can get a good price before an event starts, and culminate the bidding at the event by using that current bid as the starting point.

If you find MissionFish to be a successful route to pursue, you might want to broaden your ongoing offerings on MissionFish – even if you don't have an event scheduled. Usually it's a pretty simple procedure to list an item on the site, and a staff member can become proficient at putting an item on the site in a matter of a few minutes.

If you're going to run a raffle, make sure that you comply with state laws on the conduct of a raffle. See the write-up on the *Fifty-Fifty Raffle* for more information, and contact your State Attorney General's office for rules regarding charities.

**Source of Idea:** *Auctions, charities, and autographed memorabilia go back many years, so it's pretty hard to pinpoint the original idea with any degree of accuracy.*

## Celebrity Waiters & Waitresses

### Video: Celebrity Waiter Event for Alice Mother's Club

Video Link: <http://www.youtube.com/watch?v=MB72Z63Q1EI>



### Video 12 - Celebrity Waiter Event for Charity

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## Celebrity Waiters & Waitresses

Potential Revenues:	\$\$
Revenue Source:	Tips collected by the celebrity wait staffs
Advertising:	Social media, press releases, flyers, posters, advertising cards for the 5 x 9 inch “bill presenters” used by restaurants to present the bill for a meal
Equipment/Supplies:	Miscellaneous logo shirts or other paraphernalia that you intend to have the charity wait staffs use.
Partners:	Area restaurants
Volunteers Needed:	Teachers, policemen, firemen, students, radio and TV celebrities, politicians, and movie celebrities who will wait on the tables

### How It Works:

In this fundraiser, you are enlisting the support of a high-profile community group to act as waiters and waitresses at a local restaurant. In turn, these celebrity waiters and waitresses are expected to donate their tips to your charity.

Who are these high-profile people? Some of the best candidates are local teachers, policemen, firemen, radio and TV celebrities, politicians, and even movie celebrities.

Sometimes, members of a school sport team, like a school baseball or soccer team could be the “celebrity group” for an event like this. The important factor is which group would bring in the diners. If the restaurant selected is a high-school hang-out, then the school’s sports team will be a logical choice.



This is a great event for building awareness for your cause, and you might be pleasantly surprised at the size of the tips when you enlist the support of local celebrities, firemen, and police.

Another favorite time to consider is around a holiday or on a spooky night like Halloween. Getting everyone to dress up is always a fun alternative for the celebrity wait staff.

### **Ideas to Consider:**

This is usually a win-win-win scenario for all parties. The volunteers that wait on the tables get a lot of positive publicity; the restaurant usually has a banner business day; and the charity gets a lot of badly needed funds.

One of the concerns for a restaurant owner may be for the wait staff, and how they will feel about losing a day of wages. If that's the case, you might want to suggest that because the celebrities are waiting on the tables free of charge, there won't be any staff salaries paid that day. Perhaps those funds can be used to give the wait staff a paid day off - or a partial day off - if you establish a time limit on the event.

Someone familiar with the cash registers and other ordering devices that the restaurant uses will need to be available for the guest wait staff. Alternatively, perhaps a simple pre-event instruction session will be adequate.

Make sure there are no entanglements regarding the conduct of the event, such as the age of the volunteer workers if you use students; special insurances for the restaurant; and even legal ramifications for the personnel involved. In most cases, these worry points won't become "show stoppers," but it's always better to check into these issues beforehand.

**Source of Idea:** *Soroptimist International of Santa Cruz, a local chapter of an organization devoted to improving the lives of women and girls, has **successfully** held this dinner **venue** since 1991. Resource Guide:* <http://www.nationalserviceresources.org/node/17690>

## Charity Cheesecake Calendar

### Video: Charity Cheesecake Calendar – 99 Naked Women for Autism

**Please Note:** *This video is from an English News station and shows some nudity – Author rates this PG-13; (naked “bottoms” shown)*

Video Link: <http://www.youtube.com/watch?v=TcefXUe2q8g>



**Video 13 - Calendar: 99 Naked Women for Autism**

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## Charity Cheesecake Calendar

- Potential Revenues: \$\$\$\$
- Revenue Source: Sale of Calendars
- Advertising: Social media, press releases, flyers, posters, advertising cards or door hangers; all communications, websites, and similar outlets
- Equipment/Supplies: Photographic equipment and access to the internet; photo release forms
- Partners: [www.Blurb.com](http://www.Blurb.com)  
[www.Snapfish.com](http://www.Snapfish.com)
- Volunteers Needed: Volunteers to organize the event and to sell the calendars

### How it Works:

As you can tell from the video clip, these calendars can be quite unusual, such as getting 99 naked women to spell out “autism” while an aerial photograph from a helicopter was taken. Calendars can run the gambit from photographs of homeless children and abandoned pets, to the creativity of the mom in the video whose child suffers from Autism.

The calendar can be even “less worldly” in its scope, such as a college sports team or the participants in a bachelor auction. All of this has become fairly simple to do with today’s technology. Telephones now come with built-in 3 megapixel or higher cameras, and you can take the photos to your local CVS or Walgreens drugstore to have the calendars made up in rather quick order. There are also several services like [www.Snapfish.com](http://www.Snapfish.com), [www.Lulu.com](http://www.Lulu.com), [www.Shutterfly.com](http://www.Shutterfly.com), as well as professional print houses that can help you with large quantities.

Doing a quick check with the author’s print supplier, a run of 20,000 calendars were quoted at under \$16,000 for a 4-color, 24-page version. That’s around \$.80 each. So selling them at \$10 each would produce \$184,000 before advertising expenses. Put the calendars on [www.Amazon.com](http://www.Amazon.com) or on [www.eBay.com](http://www.eBay.com) during the height of the retail

season – October through December – and with a subject of broad enough appeal, and you may just have a hit on your hands.

### **Ideas to Consider:**

As you go through this publication you will discover that you have many opportunities to create low-cost marketing channels through MissionFish and eBay Giving Works. These are excellent places sell items like a calendar.

Don't underestimate the value of a sponsorship to get you started. For around \$2500, you can get 1000 calendars at most large printing suppliers, which means that your unit cost is still around \$2.50 each. If you can get a sponsor to provide you with the \$2500 in exchange for their name appearing on each calendar, then you still have a \$10,000 fundraiser for your group at the \$10 sales price. It would also be less of an intensive marketing effort to sell that many calendars. Secure a location in front of a well-trafficked mall or grocery store entrance, and your sales time may only take a few weekends. In fact, if it was a bank that sponsored you, perhaps you can arrange to set up inside the local branches to help you get the calendars sold. For the bank, it's an example of their commitment to the local community. And don't underestimate selling the calendars door-to-door.

Be creative with your base idea for the calendar, like you saw in the video. Perhaps you can use photos of celebrities who support your cause to entice sales, or maybe it photos from one of your events like the *Pet Parade* shown later in this book. Google "Top-Selling Calendars" to get some ideas.

**Source of Idea:** *Unknown. Since calendars have been around since the first printing press, the best guess is that it was probably used first to support troops or blood supplies. Somewhere out there, one of you knows the answer. Please send it to us on our website: [www.FundraisingAlmanac.com](http://www.FundraisingAlmanac.com).*

## Charity Toll Booth



Video 14 - Charity Toll Booth

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## Charity Toll Booth

Potential Revenues:	\$\$
Revenue Source:	Tolls collected
Advertising:	Signage, social media, press releases, flyers, posters, website, all communications
Equipment/Supplies:	Depending on local ordinances, a replica toll booth, pre-printed charity receipts
Partners:	Your town police department and Mayor
Volunteers Needed:	Volunteers to collect tolls and hand-out receipts

### How It Works:

Ever dreamed of opening up your own toll booth on some busy Interstate highway? Although not an interstate highway, this was an enterprising fundraiser that was seen in the quaint Western Massachusetts town of Lee. Several volunteers wearing brightly colored safety clothing were standing in the middle of the road on their town's Main Street.

Strategically placed signs announced a "toll booth ahead" and a line of cars were waiting to pay. Most were probably also wondering why there was a toll booth in the middle of Main Street in a small tourist town. As drivers got closer, they realized that the toll booth was a fundraiser for the local school baseball team. Interestingly, however, most of the cars were plunking coins and dollar bills into the volunteers' collection cans.

The key for running this fundraiser is to get the police department (and probably the mayor) of your town to go along. Perhaps their biggest concern will be around the safety of the volunteers, as well as the unsuspecting drivers who were coming upon the traffic congestion. As it was pretty easy to drive around the cars that were stopped, it didn't

tie up traffic that badly, but plenty of cars were stopping and donating with a smile on their face.

You'll probably need to have a few alternative scenarios available if your town views this as a safety hazard. Perhaps you can set up near the sidewalk area, instead of in the middle of the road. With the help of some volunteers to wave the cars over to your toll booth area, you can probably keep the traffic from snarling up.

### **Ideas to Consider:**

You will probably increase your chances of being able to do this fundraiser if your town's mayor or police chief has a connection to your cause. If they do, by all means use that leverage to get their approval.

The best time to do this type of fundraiser is on a Saturday or Sunday when people are not in a rush to get to work on time. The best area is probably where traffic generally moves fairly slowly, as that increases the chances of someone actually handing you money. It also increases your volunteers' safety. Make sure you suggest a donation amount ahead of the toll booth, so that drivers will have their money ready.

If you can get the town to go along with placing a replica of a toll booth in the center of the street, you will probably increase your success and your volunteers' safety. If the town won't go for the toll booth in the road, you might want to find a busy sidewalk and try the toll booth concept there. The fundraiser in Lee didn't use a booth.

You should also have plenty of brochures on hand, as well as a way for people to contribute more at a later time. If you can tie this event to an upcoming event, such as presenting your toll receipt and getting a discount on admission, you will score a double hit.

***Source of Idea:*** Lee, Massachusetts, as described in the above write-up.

## Charity Valet Parking



**Video 15 - Charity Valet Parking**

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*(c) 2010 Joe DiDonato*



## Charity Valet Parking

Potential Revenues:	\$\$\$
Revenue Source:	Valet Parking Fees and Tips
Advertising:	Signage and some preliminary press releases
Equipment/Supplies:	Board for holding keys, claim tickets, valet signage
Partners:	Area events, malls, churches, movie theaters, restaurants
Volunteers Needed:	Volunteers with driver's licenses and someone to manage keys

### How It Works:

Valet parking has been around as a business for quite some time. In contrast to "self-parking," where customers find a parking space on their own, you will be parking their cars for them. As a charity fundraiser, you will provide the same service as a professional valet parking service: allowing people to drop off their cars, collecting their valet fees (donations), providing them with a claim ticket, and then parking their cars for them. After the dinner or activity, you'll retrieve the vehicles and return them to the owners.

To operate this fundraiser, you'll need to find a busy restaurant, mall, or area event, and then get permission for your charity to perform the valet parking service over one or more weekends. Generally, the service will be viewed as a plus for the restaurant, mall or special event, once you get past the initial checks: the quality of your drivers, your ability to operate the service, and showing proof of any permits, insurances and licenses required to operate this type of service.

You'll need to come up with a way to individually identify each set of car keys with the vehicle, the owner and the space where you parked the car. You'll need to give the car owner a matching identification claim check for retrieving the car. And you'll need a large plywood board with plenty of hooks or nails to hold the car keys.

Picking a location will be the next challenge. We're all used to seeing valet parking in busy urban locations, where parking is pretty scarce or very restricted. This might be a bit challenging for a group inexperienced with valet parking. Maybe a venue where there is parking on the premises is a better choice for the first go-around.

Make sure you lock the vehicles and hide any devices that are theft-magnets, like portable GPS systems. If possible, have a volunteer permanently stationed by the parked cars, and equip them with a cell phone or walkie-talkie. And there should also be a volunteer stationed permanently with the car keys, to ensure they're safe.

### **Ideas to Consider:**

Some of the more unusual places to consider include hospitals (during visiting hours), movie theaters, churches, fairs, special events, and main entrances of malls – especially during the holiday season. Ask the owners or operators if you can cordon off a section of their parking area or structure for your use. Ideally, you want drop-offs and pick-ups to be staggered, unless you're providing coffee and donuts to a line of church or theater goers who are waiting on their cars to be returned.

Think about how you can speed the retrieval of the vehicles. If you're working with a restaurant, suggest that the customer give the waiter the claim ticket number when they pay the bill. In turn, ask the wait staff to notify you. If you're servicing the main entrance to a mall, then give the customer a cell phone number to call, and suggest when they should make the call to give you time to retrieve their car.

Consider leaving a brochure, gift or donation envelope in each car that explains your mission and your appreciation for their participation. Generally, it will be the convenience of your service, more than your cause that will get the customers. But never underestimate the connection of a health charity with a hospital, or a pet rescue program with an animal show. Patrons of one are likely to be sympathetic supporters of a related cause.

**Source of Idea:** *The author could not find any examples or identify a source to credit.*

## Chinese Auction



(Courtesy: Rick Pasturczak and the Grant Community High School Class of 1970)

### Video 16 - The Chinese Auction



(Photo credit Kathleen Prokesch; Courtesy Sayville.com)

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(c) 2010 Joe DiDonato

## Chinese Auction

Potential Revenues:	\$\$\$\$
Revenue Source:	Sale of raffle tickets to be used to bid on one or more donated items
Advertising:	Varies, but usually in conjunction with a larger event like a dinner, gala, or ball
Equipment/Supplies:	Tables to display items, two-up raffle tickets, containers for raffle tickets
Partners:	Every individual and business willing to donate an item
Volunteers Needed:	People to solicit businesses and individuals for the donated items, people to help put out the displays and bid containers, people to sell the raffle tickets

### How It Works:

Although no one is really certain where the name came from, the *Chinese Auction* is a fun twist on the traditional silent auction and raffle formats. Instead of trying to outbid the previous bidder, or buying a raffle ticket for a chance on a single item, the Chinese Auction works differently. You buy a quantity of raffle tickets and place one or more of the tickets into a container that's been placed in front of the item that you want to win. Later, a winning ticket is pulled from each of the containers.

Set up a table near the entrance where people can see the items and where they can buy the tickets. Explain how the Chinese Auction works, and tell them to keep the matching half of the two-up raffle ticket to claim their prize. Sell the raffle tickets in blocks of 10 or 20 for \$1 each. You can also go with tiers where you create an incentive to buy more tickets. For example:

1 Ticket   \$ 1

5 Tickets	\$ 4
10 Tickets	\$ 7
20 Tickets	\$10

Make sure they know that they can use more than one ticket for an item. Tell them that they can increase their chances of winning an item by placing a large number of tickets into any item's raffle ticket container. The odds are still based on the number of tickets entered, but they will view this as "putting the odds in their favor."

### **Ideas to Consider:**

Always save your best items for a live auction. A good auctioneer or emcee can really run up the contributions for you (see *Live Auctions*). Also consider a separate table for silent auctions. In that manner, you capture the interest of someone who wants to "make sure" that they are the successful bidder for an item (see *Silent Auctions*).

The Chinese Auction is really intended for a group of items that are considered "nice to have," but really don't have a strong enough draw to get into a bidding war over. For instance, a toaster, a small TV, an iPod, a dozen golf balls, as well as items valued under \$25.

Why give away an all-day spa treatment or a trip to an exotic place, when that item could be auctioned off for more than the entire raffle proceeds? The idea is to maximize your donations by having multiple ways for supporters to contribute. The Chinese Raffle adds that element for people that don't like to partake in the silent bid process.

You should always use multiple venues in your events. Include silent auctions, live auctions, straight-up raffles, and now the *Chinese Auction*.

**Source of Idea:** Unknown. **Source of information above:** [www.Wikipedia.org](http://www.Wikipedia.org) under "Chinese Auction," and an event held in 2008 by the Spiritual Center of Westlake Village.

## Community Garage Sale

### Video: How to have a successful garage sale or yard sale

Video Link: <http://www.youtube.com/watch?v=3EHuV2A2NPg>



### Video 17 - How to have a successful garage sale

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## Community Garage Sale

Potential Revenues:	\$\$\$\$
Revenue Source:	Fee for homeowners to participate; a map fee for visitors; sales of your own donated items; 20% commission fee on sales – tax deductible of course.
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, all communications, website
Equipment/Supplies:	Maps of participating households, signs, balloons
Partners:	Homeowners, business sponsors, printing sponsors
Volunteers Needed:	To manage traffic, morning coffee/donuts, signs, balloons

### How It Works:

This is a terrific community-wide event that honors your charity. You provide a map that gets to all of the participating homes. To run a Community Garage Sale, you round up as many homes as possible in your community, and then advertise the event in stores, bulletin boards, newspapers, and wherever else you think people will be interested in this type of event. Your committee does the soliciting of homes, the publicity, and then provides maps, balloons, and signs for directing traffic. The homes are enticed to participate because of the event's publicity. Volunteers and signs help people find the homes, and bargain hunters start touring the city in search of treasure. Start the event from a central meeting point where you can hand out maps, and serve some very light refreshments – donated, of course! This is also a place to sell some of your own wares, especially donated items. You could even mix in a silent auction (see discussion under silent auctions in this book).

### Ideas to Consider:

Solicit as many volunteers as possible to talk to people in their neighborhoods. Perhaps you can get a school group or another organization involved to help you with the recruitment of homeowners. You might want to check with a local restaurant or breakfast fast food operator to see if they'd donate the food at the central kick-off site where people pick up the maps. Staff your own booths at the kick-off site and fill it with your own donated items. You can find a lot of bargains at dollar stores. Even better are suppliers to dollar stores, such as Concord Enterprises at [www.DollarItem.com](http://www.DollarItem.com), or through Dollar Store Suppliers at [www.DollarStoreSuppliers.com](http://www.DollarStoreSuppliers.com).

If you go with a central location, then activities that draw crowds include a grand prize drawing, a silent auction area to sell donated items, a petting zoo for the children, caricature artists, balloon artists, face painting artists, demonstrations, musical performances, food vendors, and even pony rides. Remember that it's important to get people to travel to the homes where the homeowners are waiting. The more sales generated at the homes, the larger their donations to you.

Another excellent opportunity is to talk with a local newspaper to see if they would donate a page for you to list mini-classified ads for each homeowner participating in the event. Free is best. However, they might do it and share the classified fees. Try to get a PSA (public service announcement) with a local radio or TV station.

**Source of Idea:** *The author believes this to be an original idea that was reengineered from an Artist Studio Tour he helped run while an Art Commissioner in Thousand Oaks, CA. The studio tour used maps for visitors to find artists' studios and had a kick-off breakfast at the city's art gallery.*



## Community Olympics

### Video: Performance from the 2009 Community Olympics in Kearney, Nebraska

Video Link: <http://www.youtube.com/watch?v=pWcyhtJLaB4>



**Video 18 - Kearney Community Olympics Performance**

### Video: Hillside Community Olympics Promo

Video Link: <http://www.youtube.com/watch?v=4FFSzxGpPeY>



**Video 19 - Hillside Community Olympics Promo Piece**

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## Community Olympics

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Competition entry fees, attendance fees, parking, booth, and concession fees
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Depends on venues selected, plus signage, tickets, concession stands, etc.
Partners:	Area taverns, area companies, individuals
Volunteers Needed:	To sell sponsorships, develop event publications, manage traffic, deal with signage, balloons, etc.

### How It Works:

This is a terrific community-wide event that is both fun, as well as an attractor of attendance to watch the competitions. Community Olympics are usually aimed at people 18 years of age and older. Teams are typically comprised of 10-30 people. Events can be widely-varied and pretty eclectic: inner-tube water polo, golf, obstacle course, horseshoes, volleyball, dodge ball, tugs-of-war, baseball, table tennis, swimming, tennis, miniature golf, bowling, hiking, and whatever else creates competition and vaguely resembles a sporting event.

The events usually run over a weekend, starting on a Friday night, and include plenty of other entertainment such as band competitions and performances, food vendors, caricature artists, silent auctions, raffles, fireworks, art and crafts exhibits, parades, and whatever else seems to attract families, sponsors, and competitors.

Teams compete for points in each event over the several days, and the highest point count determines the gold, silver and bronze awards. Where do they come from? Every business, club, school, association, bar, restaurant, and even Facebook friends are potential competitors.

In turn, encourage these competitors to invite families and friends. You want people to come and spend money at the event.

Don't underestimate the amount of planning and work to pull off an event of this magnitude. It will take multiple committees and lots of volunteers.

### **Ideas to Consider:**

This is a great opportunity to get a big dollar sponsorship for the overall event, as well as several supporting sponsors. If you publish an event guide, which is highly recommended, that opens up even more sponsor opportunities in the guide. If you're in a fenced enclosed area, consider selling banner space to area businesses.

Get the local news and television stations involved. Some might want to broadcast from the event, and all will give you air time if you give out free attendance tickets.

If this becomes your yearly premier event, then you'll see an enormous increase in attendance as word gets out on the success of the first event. Brainstorm the types of events and surrounding activities, and then break each of those activities into a subcommittee to handle the event.

Fairgrounds, college campuses, high schools and other large grounds will provide the space you need for the events and parking. If parking is limited, you might even want to consider a parking fee.

The usual advice is to start small in the first year, but remember, that first year will establish your event's reputation. And of course, check the laws around events.

**Source of Idea:** *This idea is modeled after the Olympics and Special Olympics, and was first seen used by the city of Kearney, NE. It was first suggested to the author by Frank Maguire, one of the co-authors of the Special Olympics and Project Head Start, as well as a former member of The Orphan Foundation before his death.*

## Cooking Classes

### Video: Cooking for a Cause: Room to Read Fundraiser by Parties That Cook

Video Link: <http://www.youtube.com/watch?v=YwVm9v-d5F4>



**Video 20 - Cooking for a Cause**

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## Cooking Classes

Potential Revenues:	\$\$
Revenue Source:	Class Fees
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Handout kit or Nothing
Partners:	Area restaurants and chefs
Volunteers Needed:	Greeters, people to make arrangements and take care of sign-ups

### How It Works:

Anyone interested in cooking would be thrilled to learn culinary tips from a top chef at an area restaurant. Charge a fee to attend, as well as consider including a meal after the class. If you can provide cooking tips for a diet that might be related to your cause, such as gluten-free or heart-healthy, that's even better. This cooking class suggestion would apply to any of the non-profits that deal with problems such as cancer, diabetes, heart-related problems, and some of the newer maladies such as gluten intolerance and celiac disease.

But having your cooking class event reflect your non-profit's mission is certainly not a requirement. Any type of angle, including an upcoming holiday or simply a particular style of cooking will be a draw. Think about using specialty food retailers such as a bakery that makes pastries or wedding cakes. If you're fortunate enough to live near a culinary school, then that will also be a big draw. If you can lure a top name chef, then you can do it theater style, and perhaps get a local television or radio celebrity to show up to add some dialogue to the event.

But it can be much simpler. Just talk with some local restaurants and see what they might recommend. The restaurants are interested in driving traffic to their establishments, especially from Sunday through Thursdays.

**Ideas to Consider:**

You might want to add some auctions to the event, such as related cooking items. Getting donated items, or deals, would be a great corresponding auction. Gourmet cooking items would probably be a nice raffle, or an ensemble of cooking items that might update a lot of a person's current cookware. It might even be more exotic, such as a cooking school in another country.

Include cookbooks that can be sold, especially if they are cookbooks that your group or the chef has published. If you don't have a society cookbook, perhaps you can ask your supporters to supply their top recipe that supports the book's theme. Ask the guest chef to endorse the books, and now you've created additional value.

**Source of Idea:** *This idea has been around for quite some time. The first time the author viewed it was by participating in an event run by The Wellness Community – Valley Ventura at the Four Seasons demonstration kitchen in the summer of 2007. The event showed how to prepare healthy meals, which were later consumed by the attendees.*

## Dollar Bookstore

**Video Link:** <http://fatcitybookspictures.com/sbs/index.html>

**MY BOOK DONATION**

HOME | NEWS | WHY DONATE | HOW TO DONATE | FUNDRAISING | ABOUT US | FAQ | CONTACT US

**Donor Troops/Charities**

MyBookDonations.com has sent books to troops overseas and plans on sending over 2,000 books every year. We also donate a percentage to various local charities such as: check out Cavalier Elementary in the Stockton Unified School District and Don Riggo School in the Lincoln Unified School District. We've also donated media to Hoover Elementary, Colonial Heights School, Don Riggo School, and the Inner City Christian Academy.

**Earn Money**

Are you looking to sell your unwanted books? Trying to recover some of the money you spent on purchasing your books? We primarily look for books to be donated, but we are also willing and able to give you store credit at our book-to-book warehouse store. The store is open every Friday from 2 p.m. to 6 p.m. and Saturdays from 10 a.m. to 6 p.m. at 2167 Wilcox Rd., Stockton, CA. For select collections we may be able to make a cash offer.

**Fund Raise**

Tired of working hard to raise money for your cause? Find it hard to sell coupon books? We have a unique fundraising opportunity just for you. This concept works for every organization, charity, and even individuals in need to raise funds. You do not need to be involved in literacy to benefit from this program. We help you organize your very own book drive and we pay cash for the books you receive, based on the quantity and quality.

Almost one quarter of California's population is literate. Stockton has among the lowest literacy rate of any metropolitan city in the country. In some cases it is not that people can't read, but that they simply don't. We plan on changing that by putting books into people's hands. If you have ideas or projects that support literacy, please contact us and we can discuss how we can make this work together!

We can also help you find exactly the books you need for a fraction of the price you would pay at the big stores.

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### Video 21 - Dollar Book Store Example

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## Dollar Bookstore

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of donated books and related items
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Storefront and book racks
Partners:	<a href="http://www.FranklinFixtures.com">www.FranklinFixtures.com</a> (see "Ideas to Consider" for more)
Volunteers Needed:	People to sort, shelve and help sell the books

### How It Works:

If you're familiar with thrift stores, dollar stores, and used bookstores, this idea combines parts of all three concepts. Basically, this is a used bookstore, but with an enormous competitive advantage. All of the books you're selling are donated. Thus your cost of inventory is zero dollars. That makes the charge of a dollar (\$1) a great mark-up for you and an unbelievable bargain for the avid reader.

This idea will take some investment - or some donated fixtures and retail space - but the potential may be worth the risk. You will need a storefront, as well as racks for displaying the books properly. Even though you're providing a tremendous bargain at a \$1 per book, your bookstore needs to duplicate the shopping experience of a traditional bookstore. People will want to find books and authors quickly, so you need to provide them with some of the same categories that you see when you visit a Borders or a Barnes and Nobel bookstore.

Getting started is as easy as creating a book drive, or even placing collection bins in area merchant stores. That gives you your initial supply, and once people know where you are physically located, you'll begin to create a constant supply of new books. And you can always



augment your supply by providing in-store promotions, like “bring in 3 and get 1 free.”

And don’t forget to get your state and local reseller license to collect sales taxes, if applicable.

### **Ideas to Consider:**

As you start to collect paperbacks and higher-end books of the photo journal variety, you might want to consider a more tiered pricing model. Perhaps charge 50 cents for paperbacks, \$1 for hardcover books, and \$2 for higher-end books. You might even want to take in magazines, displaying the most recent issue in front, and back issues behind. You should even consider creating a new book sales area by buying from the world’s largest book wholesaler, [www.IngramBook.com](http://www.IngramBook.com). They even supply Amazon.

Most book drives tend to avoid textbooks, as that is a tough and very specific market in a small community. However, there are a lot of textbook buyers out there who aggressively target that marketplace. You will probably get your highest price by selling them on Amazon or [www.Half.com](http://www.Half.com), but you’re also competing for the sale versus getting the money upfront. Here are some of the places that will buy your donated textbooks: [www.BookByte.com](http://www.BookByte.com); [www.MyBookBuyer.com](http://www.MyBookBuyer.com); [www.Cash4Books.net](http://www.Cash4Books.net); [www.Textbooks.com](http://www.Textbooks.com); [www.eCampus.com](http://www.eCampus.com); [www.ValoreBooks.com](http://www.ValoreBooks.com); and there are many more. These will go at premium prices when compared to the above.

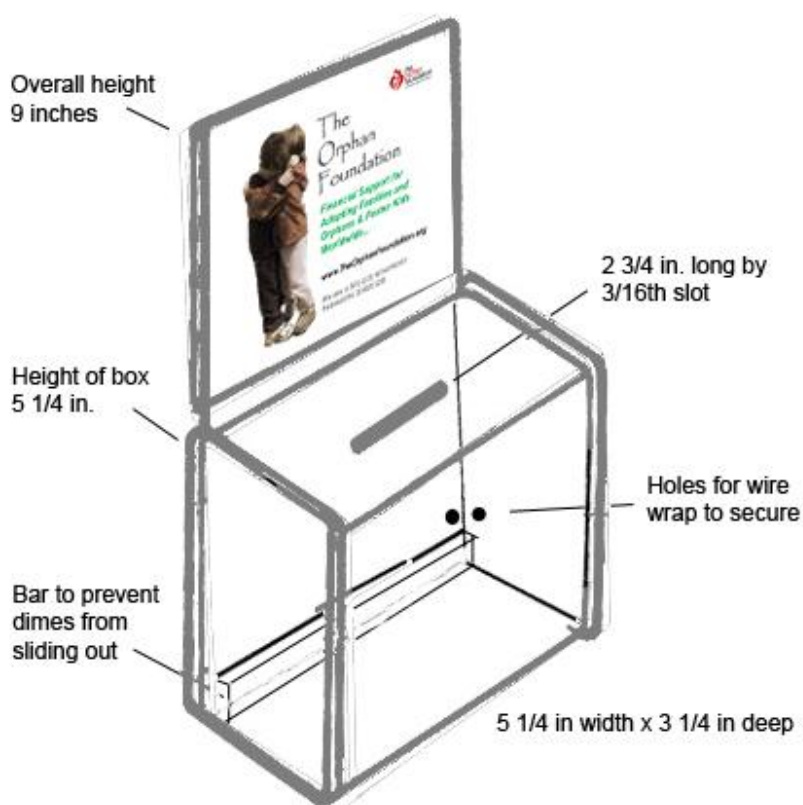
You should also consider selling online through MissionFish, Amazon’s marketplace, and [www.Half.com](http://www.Half.com) – eBay’s marketplace. See “Selling Donated Books Online” for more ideas that can be combined with your physical store.

**Source of Idea:** *Used bookstores, dollar stores, and thrift stores are in wide use today. This idea has been discussed by The Orphan Foundation board for several years, but has never been implemented at the time of this writing. We recently found a similar concept operating in Stockton, CA: <http://fatcitybookspictures.com/sbs/index.html>.*

## Donation Boxes

### Sketch of Donation Box Showing Dimensions

*Courtesy of The Orphan Foundation*



#### Video 22 - Sketch/Dimensions of Donation Box

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## Donation Boxes

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Loose change and bills left in the donation boxes
Advertising:	None
Equipment/Supplies:	Donation boxes
Partners:	Local retailers, <a href="http://www.PlasticsPlus.Net">www.PlasticsPlus.Net</a> , <a href="http://www.Displays2Go.com">www.Displays2Go.com</a>
Volunteers Needed:	People to place, exchange and collect the boxes

### How It Works:

This is considered one of the “core strategies” for many organizations that need to raise funds. Look at any high traffic location and you are likely to spot a donation box or can. Usually the box contains a simple picture, and a short message that describes the beneficiaries of that charity’s work. Donors look at the picture, or the message, and decide right then and there to drop their change from the cashier into the box.

Donation boxes can collect as much as \$40 to \$60 per month, or as little as \$1 to \$2 dollars per month. The primary determining factor is how close the box can be placed to the cash register. The closer you place the box to where change is handed out, the better your collections. On the other hand, retailers don’t like to put the box close to their register, as it clutters up their counters. So don’t go in with a giant water cooler bottle and expect it to get placed. You want a box or canister that can hold \$20 to \$50 when full, and then go to the location often enough to change out the box. Look for locations that have a lot of cash transactions and give out change.

**Ideas to Consider:**

Best locations are grocery stores, convenience stores, gas stations with mini-markets, fast food restaurants, and coffee shops. These are the locations where a lot of small, cash transactions occur daily. The longer these stores or gas station stay open, the better the collections. The closer the donation box is to the cash register, the better the collections. The less likely that a credit card is used, the better the collections.

What are the generally bad locations? Sit down restaurants where meals are paid for using credit card, and at the diner's table; mail box stores where very little cash is exchanged, are also disappointing; and dry cleaners that deal primarily in credit card transactions won't fair well.

Focus on the larger chains as you grow this fundraising revenue stream. You will need to get permission at the corporate level to get into some of the larger fast food chains or retailers. However, it might be easier to construct a deal that puts your boxes in 2,500 locations across the country, and in the best case, have the stores do the counting and collections for your organization. It will take a lot of connections to convince a chain like 7-11 Stores or Burger King to sponsor you on a recurring basis, but the rewards are certainly well worth the effort.

There is no better way to start a charity from scratch than to consider this as one of your fundamental strategies. Very few charities are lucky enough to start out with a donor who will simply hand them several million dollars. It takes hard work and consistent fundraising effort to keep the lights on, and this is one of those efforts that will pay big dividends.

**Source of Idea:** *Unknown. Donation boxes have become a common fundraising technique whose exact origin is unknown.*

## Door-To-Door Penny Drive

### Video: Ms. Cheap's Penny Drive Benefiting Second Harvest Food Bank of Middle Tennessee

Video Link: <http://www.youtube.com/watch?v=EZTp9VVkEI0>



### Video 23 - Penny Drive Benefiting Second Harvest Food Bank

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## Door-To-Door Penny Drive

Potential Revenues:	\$\$\$
Revenue Source:	Donations
Advertising:	None
Equipment/Supplies:	Donation cans/containers with your organization's name, source: <a href="http://www.Displays2Go.com">www.Displays2Go.com</a> , logo shirts for workers (optional), receipts
Partners:	None, unless you want a donation can sponsor
Volunteers Needed:	Door-To-Door workers, people to count and wrap the coins

### How It Works:

Most of us have a penny jar at home which we use to collect pounds of pennies and other assorted coins. These collections tend to get quite large because we never seem to have the time to get the coins rolled up and brought to the bank. And then there's the counting...

The objective of this door-to-door drive is to ask for all or part of those coin collections for your non-profit organization. Naming the event a "Penny Drive" will make people more receptive to being asked for a donation. Everyone can come up with a few pennies, even when they give through work or to other non-profits. It's very hard to say 'no' to such a modest request.

As this is a proactive version of getting donations, you can expect that your collections will be larger for this one-time event, then what you would experience with passive donation boxes. However, it will be difficult to do this more than once a year.

It will be important to prepare your door-to-door workers for the fact that some people will refuse to give a donation. After a few houses, your volunteers will begin to see a pattern. Half of the homeowners, if

not more, will make the effort to find some change to give to your cause.

### **Ideas to Consider:**

One concern that homeowners generally have is the legitimacy of your organization. One of the better ways of getting pass this concern is to provide your door-to-door workers with a logo piece of clothing to wear, as well as any documents that will help them satisfy this concern. You should also have your volunteers work in teams of two for safety.

You might want to consider combining this activity with the fifty-fifty raffle shown later in this book. People always like a raffle, especially if the prize is in cash.

One of the harder tasks in collecting coins is the task of counting them. While there are coin counters on the market, they tend to be slow and ineffective. More and more banks and credit unions are starting to offer free coin counters as a service. TD Bank, which runs up and down the east coast, is one such bank. On the west coast, there are credit unions like WESCOM that offer the free coin counting service.

If you cannot locate a free coin counting machine, there are coin machines that can be used in some of the supermarket chains. These machines charge a percentage of the money counted, which is how the owners of those machines can afford to put them there.

And lastly, most major banks have coin bags that can be used for the money collected. These are much easier than trying to wrap the coins individually. Talk to the bank first, and you may find that you can simply fill the bags and they'll do the counting for you, using their coin counting service provider.

**Source of Idea:** Unknown. Suggested by Winnie Natale of Springfield, MA to the author, and also by Randall W. on [www.Fundraising-ideas.org](http://www.Fundraising-ideas.org).

## eScrip

### Video: eScrip Promo/Demonstration for Mission 242

Video Link: <http://www.youtube.com/watch?v=7DtV785STzc>



**Video 24 - eScrip Promo/Demo for Mission 242**

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## eScrip

Potential Revenues:	\$\$
Revenue Source:	<1% to 10% of merchant sales made to supporters
Advertising:	Social media, eNewsletter articles, news articles on your site, internet discussion boards, press releases to local newspapers and radio stations, blogs, your non-profit's homepage, all communications
Equipment/Supplies:	None
Partners:	<a href="http://www.eScrip.com">www.eScrip.com</a>
Volunteers Needed:	Supporters

### How It Works:

This is a very simple program in which to participate. Electronic Scrip Incorporated (ESI) has signed up merchants and supermarkets around the country to participate in their eScrip program: Safeway, Vons, Sears, eBay, Barnes & Nobel, etc. If you register your organization with eScrip, your group will start receiving a percentage of any purchases made by a registered supporter, if that supporter has chosen your group to receive contributions based on their purchases. *Note: Supporters can choose to split their contributions over three groups.*

To start receiving money, you and your supporters must register a debit, credit, or grocery loyalty card with eScrip. When that card is used to make a purchase with a participating merchant, that merchant makes a contribution, through eScrip, to your organization.

Some of the participating merchants pay less than 1%, while others pay as much as 10% on purchases made. The payments are automatic when the registered cards are used. You and your supporters can also see reports of the purchases made online, so it's easy to track progress and gauge if you need to recruit more supporters.

This program is based on supporter purchases through participating merchants, which in turn is based on the number of people that you have signed up to support your group. The dollars that ESI publishes as potential contributions are as follows (*Note: ESI's projections are based on an average contribution of 5%, and are before ESI takes their 15% commission fee*):

Number of Supporters	Average Amount Spent Monthly	Total Contribution Per Year
50	\$400	\$12,000
100	\$400	\$24,000
200	\$400	\$48,000
400	\$400	\$120,000

### Ideas to Consider

Analyze the merchants that ESI lists. It will probably take a supermarket for your group to achieve the above monthly spend amounts on a reliable and recurring basis.

Consider asking a supermarket if you can set up a "sign-up" table near their entry doors, so that you can enlist new supporters. As a grocery loyalty card works in eScrip, you could suggest that you would also help to sign-up new loyalty card members. That offer is sort of self-serving, as getting loyalty card numbers will be easier than trying to get a complete stranger to give you their debit or credit card information. However, provide a handout that shows shoppers how to register their debit and credit cards online.

For best results, consider combining this program with a specific drive, like a new building, a needed repair, or a school band program. That association creates a "call to action," and lets people see why their help is needed.

**Source of Idea:** [www.eScrip.com](http://www.eScrip.com) is a concept developed by Electronic Scrip Incorporated. All information comes from their website.

## Facebook Community Page

### Video: How to Create a Facebook Community Page

Video Link:

[http://www.youtube.com/watch?v=0C2SXqfXrLc&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=0C2SXqfXrLc&feature=mfu_in_order&list=UL)



Video 25 - How to Create a Facebook Community Page for Your Non-Profit

### Additional Instructional Videos from Facebook:

- *How to create a Facebook Fan Page:*  
[http://www.youtube.com/watch?v=mlH2nODoTNA&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=mlH2nODoTNA&feature=mfu_in_order&list=UL)
- *Creating a custom user name for your fan page:*  
[http://www.youtube.com/watch?v=uEc-9pxczAA&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=uEc-9pxczAA&feature=mfu_in_order&list=UL)
- *How to link your fan page to Twitter:*  
[http://www.youtube.com/watch?v=5HwJm7P\\_QYk&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=5HwJm7P_QYk&feature=mfu_in_order&list=UL)
- *How to become a fan:* [http://www.youtube.com/watch?v=Hg--A3bvR0E&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=Hg--A3bvR0E&feature=mfu_in_order&list=UL)
- *How to create a group page for sharing common ideas:*  
[http://www.youtube.com/watch?v=f6v5b5IUAGc&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=f6v5b5IUAGc&feature=mfu_in_order&list=UL)

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## Facebook Community Page

Potential Revenues:	\$\$\$
Revenue Source:	Contributions via Cause.org or PayPal (See Inserting Paypal <i>Donate Now</i> button on Facebook)
Advertising:	Social media, eNewsletter articles, news articles on your site, internet discussion boards, press releases to local newspapers and radio stations, blogs, your non-profit's homepage, all communications
Equipment/Supplies:	None
Partners:	<a href="http://www.Facebook.com">www.Facebook.com</a>
Volunteers Needed:	Facebook Project Manager, Supporters

### How it Works:

A Community Page helps you generate support for your non-profit on one of the most popular social media sites around - Facebook. Even more attractive, if it becomes very popular (attracting thousands of fans), it will be adopted and maintained by the Facebook community.

Starting is as simple as clicking [www.Facebook.com/pages/create.php](http://www.Facebook.com/pages/create.php). You will be taken immediately to the set-up page with this shortcut. Watch the video for more instructions, and decide on creating a Community Page, as well as augmenting it with a Fan page.

Community pages are pages that link from fields that you fill out in your profile. They are designed for general topics, as well as for all kinds of unofficial but interesting subjects. In turn, people "like" these pages and connect with them. This type of page is run by multiple authors (versus a Fan page), and they don't generate News Feed stories.

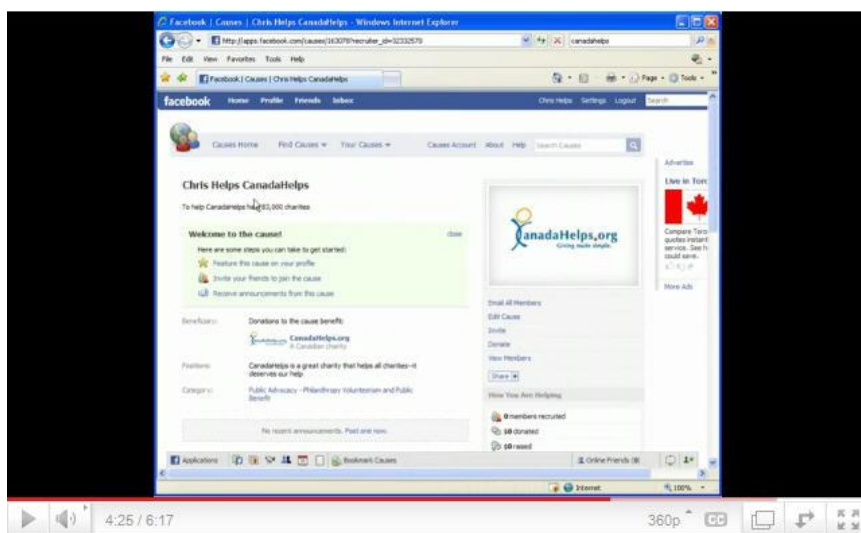
There are many benefits to adding community pages about your non-profit or cause to your profile:

- They let you see what people are saying about your non-profit or cause, as well as issues that matter to you.
- They let your friends learn more about groups you support by simply clicking on your interests.
- Some topics feature content from Wikipedia to help you learn more about things you find interesting.
- They turn your profile into a living map of all the connections that matter to you, instead of a static list of your interests.

### Ideas to Consider:

There are two avenues that can help you take donations right from Facebook. One is by setting up a cause on Facebook. To do that, go to the shortcut: <http://apps.facebook.com/causes/causes/new> and start one. Alternatively, you can use the video below and follow the instruction:

Video Link: <http://www.youtube.com/watch?v=GmLwBNEqmcg>



**Video 26 - How to Set-up a Cause in Facebook**

Alternatively, go to *Paypal Donate Button* in this book and follow the video to place a PayPal button right on your Community of Fan page. This is done using FBML, Facebook's integration of HTML code in their site.

## Farmers' Market

### Video: Marin Farmers' Market

Video Link: <http://www.youtube.com/watch?v=VJHn-fcn5vw>



### Video 27 – Marin Farmers' Market

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## Farmers' Market

Potential Revenues:	\$\$\$
Revenue Source:	Sales of vendor spots, percentage of sales, your own sales
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Parking lot, pop-up tent, traffic control signs, signage with your organization's name
Partners:	Parking lot owner
Volunteers Needed:	Signing up vendors, minding your own booth, traffic control

### How It Works:

Farmers' market produce is renowned for being locally grown and very fresh. While the usual emphasis is on locally-grown/produced food and crafts, some farmers' markets allow co-ops and resellers, or allow farmers to purchase some products to resell. What you need to begin is a place to conduct the farmers' market, such as a school or church parking lot, or if there's a local mall that sees this as a traffic generator, perhaps they'll allow you space in their parking lot.

Money is made for your organization in a couple of ways: First, vendor spaces run from \$12-\$35 per week, usually dependent upon the city and the location. The more prime the location from a visibility standpoint, the more you can charge. Second, all vendors usually expect to pay a one-time administration fee in the range of \$8-\$20. If you plan to operate the market for a longer period of time, you might want to consider monthly and season charges that are lower, but "lock in" your vendors. If you can lock in 100 vendors, you'll have a good presence as well as a steady weekly revenue stream.

Hours of operation are usually from 7:00 AM to Noon, but there are some successful farmers' markets that operate in the late afternoon hours. Any day of the week can work, but obviously a Saturday morning

is when you can count on the most traffic showing up. You should also consider when competing Farmers' Markets are running.

Running the market is usually handed over to a Market Manager, who is empowered to make all of the decisions. The Market Manager usually assigns spaces, decides which vendors participate, resolves disputes, handles customer complaints, solicits new vendors, collects fees, controls traffic, and any other activities required. Potential vendors can be found through advertisements and announcements, and visiting other farmers' markets.

### **Ideas to Consider:**

Another way to make money from this event is to operate your own booth. In that way you take advantage of the traffic the market generates. You can sell products from your organization, ask for donations, run raffles, or sell donated items. Even a silent auction is possible. Just remember to collect enough information to contact the person and collect their bid. Refer to *Silent Auctions*, *Fifty-Fifty Raffles* and *Chinese Raffles* for how to run these events.

Lastly, you might want to consider an inside location for the market if you're in a particular part of the country where weather is a problem. You'll have to make up for the lack of visibility of the vendor stands, with signage and advertising. But this keeps your income stream constant from this venue.

The Farmers' Market is generally controlled by many laws at the local and state level. Get legal advice. Generally, you need to ensure that each vendor has the appropriate reseller license, commercial kitchen license if serving food, food handler permits, food vendor permits, and similar requirements.

**Source of Idea:** According to [www.Wikipedia.org](http://www.Wikipedia.org) there are over 5,274 Farmers' Markets in 2009, and the trend is on the rise. Although the origins are unknown, it was thought to be of European origin.



## **Video: Goodwill Industries of Southwest Florida**

*Video Link:*

<http://www.youtube.com/watch?v=y1hzJre79Qc&feature=related>



**Video 28 - Festival of Trees Example**

## **Video: Taos Festival of Trees and Wreaths**

*Video Link:* <http://www.youtube.com/watch?v=AAI03Rfigg0>



**Video 29 - Taos Festival of Trees & Wreaths**

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(c) 2010 Joe DiDonato

## Festival of Trees

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Attendance fees, sale of decorated trees, food/drink sales, gift sales, donations
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Signage, cash boxes, credit card machines, and a rubber stamp for attendance
Partners:	Area businesses and associations, individuals, banquet halls, country clubs, community centers
Volunteers Needed:	Extensive committees to organize the event, solicit business and association participation, design of tree display, running the event, crowd and traffic management

### How It Works:

This is a beautiful week-long event, with 100's of decorated Christmas trees to view as you ramble through a beautiful mansion or a large exclusive country club. And where did these beautiful trees come from? They are the work of area employees and businesses, as well as associations like Kiwanis, Rotary, and NAWBO. Even church organizations will want to participate. A contest for the *People's Choice* award is judged by all of the visitors to the Festival.

You will be charging an attendance fee, perhaps in the \$10-\$20+ range for adults, with children and seniors at special rates or free. As the attendees wander through the decorated trees, they place a check mark for their top 3-5 picks on a prepared voting ballot. Ballots are collected as people exit, and are tabulated for the *People's Choice* award. Other prize categories are determined by a panel of judges, and can include a variety of categories, such as: *Best Children's Theme*, *Best Theme*, *Best in Show*, and *Most Creative*. Create beautiful plaques for each award.

All of the trees will be for sale by *Silent Auction* (refer to that fundraiser in this book), with the price of the tree treated as a donation to your non-profit. The silent auction format stays all through the week, and you'll find that some people will come back several times to check on the status of their bids. If all of the trees are not sold, the unsold ones can be donated to area hospitals, nursing homes, hospices, soldier's homes, libraries, or other appropriate recipients.

Getting started is fun and easy. Basically local businesses will purchase a tree (or you'll give them one) and then they'll ask their employees to establish a decorating committee to decorate it. You might want to consider some controls so that you don't have a wide variety of heights and types of trees. Their decorated tree will stand in the lobby area of the business until it's time to bring it over to the Festival, and will be a constant reminder of your event. The tree is then 'un-decorated,' brought to the Festival's facility at a specified time, and then re-decorated.

### **Ideas to Consider:**

You might want to see if you can get an overall Festival sponsor, who will pay for the facility you're using, as well as purchase the trees. That sponsorship should include appropriate signage for honoring them, as well as great visibility in your event brochure. Each company that enters a tree should also see their businesses honored in the event brochure, in addition to a nice sign in front of their decorated tree. Give each participating business a few complimentary passes.

Consider a nice area to serve hot cocoa, coffee, and tea, along with some holiday snacks that you'll make available for purchase. If there is a nice area to sit and relax, that will add to the event's ambiance, as well as give people time to sit and ponder a silent auction bid.

**Source of Idea:** *One of the earliest examples is the "Festivals of Trees," held at the Calvin Rampton Salt Palace Convention Center, from 1970 until 2000, at Sandy, Utah's South Towne Exposition Center.*

## Fifty-Fifty Raffles

### Video: L2G Volunteers for Celebrities Against Autism

Video Link: [http://www.youtube.com/watch?v=tYPpHB\\_nVgU](http://www.youtube.com/watch?v=tYPpHB_nVgU)



#### Video 30 - L2G 50/50 Raffle for Autism

[www.LiveToGiveFoundation.org](http://www.LiveToGiveFoundation.org)

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## Fifty-Fifty Raffles

Potential Revenues:	\$\$\$
Revenue Source:	Half the raffle ticket sales
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Roll of raffle tickets – two-up; or a printed ticket with your organization's name
Partners:	Area retailers interested in selling the tickets
Volunteers Needed:	Ticket sellers

### How It Works:

Easy to run, the fifty-fifty raffle really requires only a roll of raffle tickets from your local office supply store. The winner splits the proceeds 50:50 with your organization. These raffles tend to go over big because the prize is generally what everyone wants – money.

If you want the tickets to show your organization's name and maybe a short mission statement, there are several printers that offer these type tickets online. Check to see if your state requires you to have a two-up, sequentially numbered ticket for recordkeeping, and also whether you need to request permission, and later file a raffle report after the event.

Many states, like California, disallow online raffles, so check those factors out if you intend to use the internet to extend your reach. In general, it's usually okay to announce a raffle via the internet, along with a way to reach you to buy the tickets.

If you plan to use local retailers, like gas stations, convenience stores, and similar high-traffic locations to help you with your sales, make sure that they won't be in violation of their state charter for selling lottery tickets. You should ask these types of questions of your State Attorney General's office.

Make sure you have a way of controlling who has received the tickets. Tickets tend to disappear, and in the worst case, used in a fraudulent manner. Having volunteers sign for a block of tickets helps to keep these sorts of problems to a minimum.

On the positive side, there is minimal to no downside to the fifty-fifty raffle. The first dollar you make over the cost of the raffle ticket roll spells profits.

### **Ideas to Consider:**

Make sure people understand that cash is the intended raffle prize. Also consider a tiered buying mechanism for selling the tickets like the one shown below:

1 Ticket	\$ 1
5 Tickets	\$ 4
10 Tickets	\$ 7
20 Tickets	\$10

You want the tiers to make it easy for the person to increase the number of tickets he or she might purchase. If you're printing up your tickets, consider putting the tiers right on the tickets if space permits.

And consider adding a fifty-fifty raffle to every event you do. This raffle will help increase your donations significantly.

Make sure you check raffle laws in your state. If you find this type of raffle is restricted because the prize must be limited to 10% of the proceeds, then consider other sources to pay for the prize difference: another "pot of money" in your organization, such as a loan from your endowment funds, or another 501(c)(3).

**Source of Idea:** *Unknown. The 50-50 Raffle is an idea that has been in wide use throughout the United States for many years.*

## Flea Market Fundraiser

### Video: Charity Flea Market

Video Link: <http://www.youtube.com/watch?v=WaC69zidsRc>



### Video 31 - Charity Flea Market

[Link to Table of Contents](#)

## Flea Market Fundraiser

Potential Revenues:	\$\$\$\$
Revenue Source:	Table fees, banners, attendance fees, and sales of your own products
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Banners, tickets, tables
Partners:	Schools, churches, parking lot owners, fair grounds
Volunteers Needed:	Ticket takers, crowd and traffic control, set-up people

### How It Works:

Everyone likes to find bargains, and a Flea Market is one of the best places for people to shop. A flea market (also known as a swap meet) is an event where inexpensive or secondhand goods are sold or bartered. To run a Flea Market, you simply round up as many vendors, area stores, food merchants, artists, craft makers, and even private families who acquire items from garage sales. Flea Markets are run just about everywhere, from a school yard to a church basement, a warehouse, or a private or school gymnasium. Some of the biggest venues use sport stadiums.

Advertising is the principle driver, so leave flyers where potential patrons look for bargains. This is also a great press release for news media, so use TV, radio and newspapers to get the word out. The main jobs for your committee are finding willing vendors, promoting the event, providing signage and advertising, and arranging for volunteers to manage the event when it takes place.



**Ideas to Consider:**

Consider charging a fee for each vendor space, attendance, and if you are working with a fenced-in school yard or field, sell banners to local vendors who want to advertise with you. Most will have banners already, or you can use a local office supply house or an area printer to make them up from the retailer's artwork.

A good place to find vendors is at other flea markets, farmer's markets, art and craft shows, local stores, area restaurants, food vendors that show up at your business during lunch hours, and so forth. You might want to check with your Kiwanis Club to see if they'd put on one of their famous barbeques, or maybe you want to staff your own booths and fill it with your own goods that you've collected in previous events. You can find a lot of bargains at dollar stores. Even better are suppliers to dollar stores, such as Concord Enterprises at [www.dollaritem.com](http://www.dollaritem.com), or through Dollar Store Suppliers at [www.DollarStoreSuppliers.com](http://www.DollarStoreSuppliers.com).

You definitely want to consider unique names that differentiate you from flea markets, farmer's markets, art and craft shows, and similar venues. In fact, you can combine all of the above and call it something unique to the time of the year or to your charity, such as Oktoberfest Flea Market or Independence Day Flea Market. In that way, people will look forward to it on a yearly basis, and know exactly when it will occur.

Consider other fundraiser activities during this event, such as a grand prize drawing, a silent auction area to sell donated items, a petting zoo for the children, caricature artists, balloon artists, face painting artists, demonstrations, musical performances, food vendors, and even pony rides. All of these will help you grow your event and keep the crowds from leaving. Providing entertainment activities, like the list above, help to keep people's interest, and are a great reason for charging an admission fee.

**Source of Idea:** *The National Flea Market Association, Inc. (NFMA) was founded in 1998 in Charlotte, North Carolina by Jerry Stokes. Fundraisers have been adapted from this original concept.*

## Golf Ball Drop

### Video: Golf Ball Drop for Mission Solano

Video Link: <http://www.youtube.com/watch?v=F5KWf3Nq0rq>



### Video 32 - Golf Ball Drop

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## Golf Ball Drop

Potential Revenues:	\$\$\$
Revenue Source:	Purchases of numbered golf balls for \$5 to \$25 each
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Helicopter and golf balls – blocks of 1,000 up to 10,000 or more; raffle tickets; event banners
Partners:	News helicopters or private helicopters that do golf ball drops (Google “Golf Ball Drop”); area golf stores; area golf courses
Volunteers Needed:	Sellers of the balls, organizers for the event

### How It Works:

This fundraiser is a great media event. Local news helicopters are often solicited to do the drop live on television, but there are also private helicopter providers. The premise is simple. Sell pre-numbered raffle tickets that correspond to pre-numbered golf balls, for \$5 to \$25 each. Hoist them all in a net under a helicopter, and then drop them on a green from 15 to 30 feet in the air (about the height of a high wedge shot when you explain this to the golf course owner). You can't go much higher than that, as damage to the greens will occur.

The venue can vary from first ball in the cup (the ball on the bottom), to closest to the pin, to the 3 closest to the pin. The prizes can range from a 50:50 split of the money collected to sets of golf clubs, vacations, cars, and similar items. The more expensive the gift, the more you should charge per golf ball. Remember that a big cash prize is always the biggest draw.

You'll need a way of keeping track of which person is associated with which numbered golf ball, in case they're not at the drop event. You

can do that by handing out pre-numbered sheets to the sellers. Before the drop, pull out any golf balls that didn't get sold. It's always better to issue the sheets in blocks of 1,000. Smaller organizations will probably sell 1,000, while large organizations will probably be able to sell 10,000 or more.

### **Ideas to Consider:**

This may be a great finale to a golf tournament that you've organized, or as part of a large formal event that takes place at a golf course. If you can't get a golf course to cooperate, then consider painting a large target on an open field, with a golf cup and flag. If you can't get a helicopter, then consider a hot air balloon that's tethered over the green or the open field.

Consider tiered pricing to sell multiple balls, such as the tier shown below (based on a \$5 raffle ticket):

1 Golf Ball	\$ 5
10 Golf Balls	\$ 40
20 Golf Balls	\$ 75
30 Golf Balls	\$100

Make it easy for people to talk themselves up to the next tier, by creating discounts for buying more.

Get permission to sell your raffle chances in high volume places such as malls, Wal-Mart, grocery stores, and similar locations. You can get banners and banner signs for under \$40 from online suppliers such as [www.VistaPrint.com](http://www.VistaPrint.com). Have one banner for your cause and one explaining or showing the raffle event.

**Source of Idea:** *The first example found by the author was in 2005 from The Englewood Chamber of Commerce Golf Classic & Ball Drop at the Rotonda Golf & Country Club in Englewood, FL.*



## Google AdSense

Potential Revenues:	\$\$\$
Revenue Source:	"Click revenue" which is earned when people click on links that Google places on your website
Advertising:	None
Equipment/Supplies:	None
Partners:	Google and their network of advertisers
Volunteers Needed:	Your webmaster
	<a href="http://www.Google.com/AdSense">www.Google.com/AdSense</a>

### How It Works:

Google uses its Internet search technology to place advertisements on your website based on your content, the user's geographical location, and other factors. This is free for you to utilize. Google currently shares 68% of revenues generated by AdSense with its content network partners – people like you. The source of all AdSense income is the AdWords program, where advertisers bid for ad placements using a fairly complex sealed bid format – which fortunately, you don't have to deal with to participate. Simply go to [www.Google.com/AdSense](http://www.Google.com/AdSense) and follow the enrollment process.

AdSense has become a popular method of placing advertising on a website because the advertisements are less intrusive than most banners, and the content of the advertisements is often relevant to the website. AdSense has been particularly important for delivering advertising revenue to small organizations that do not have the resources for developing advertising sales programs and sales people. To fill a website with advertisements that are relevant to the topics discussed, your webmaster implements a brief script on your website's pages. Websites that are content-rich have been very successful with this advertising program, as noted in a number of publisher case studies on the AdSense website.

Some additional opportunities with Google also become available when you sign up for AdSense. Another source of revenue is through Google's search facility. When you allow your users to search your site or the web, you will earn from ads that appear on the search results pages. If you have mobile web pages, AdSense can also place ads on a mobile device, such as an iPhone or Android. There is also a facility for displaying ads when people sign up for RSS (really simple syndication) feeds that you make available on your website or blog, to keep people informed of changes.

Google also runs an affiliate network through its recent acquisition, DoubleClick. This works much like other affiliate programs. When an ad is clicked on your site, the advertiser pays a fee, only if items are purchased.

### **Ideas to Consider:**

If you have a talented web team, you might want to consider investing some effort into maximizing your own AdSense income. This is done by using a wide range of traffic-generating techniques, including online advertising and social media sites like Twitter and Facebook, to push people to your site. Another way is to build valuable content on your website that attracts AdSense advertisements that pay out the most when they are clicked.

Also you want to start thinking about using text content on your website that encourages visitors to click on advertisements. Note that Google prohibits using phrases like "Click on my AdSense ads" to increase click rates. Read the rules carefully, as Google is unforgiving if you violate them.

**Source of Idea:** *Google AdSense was developed by Google, the search engine company.*

## Haunted House & Village

### Video: Miami Children's Museum Haunted House

Video Link: <http://www.youtube.com/watch?v=fwfBswndUo>



#### Video 34 - Free Haunted House for Charity

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## Haunted House & Village

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Attendance fees, food/drink sales, other sales, donations
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Home-made attractions, cash boxes, credit card machines, and a rubber stamp for attendance
Partners:	Appropriate facility as discussed below
Volunteers Needed:	Extensive committees to organize the event, construction of attractions, running the event, crowd and traffic management

### How It Works:

A haunted house is a lot of fun to design and create. Some large companies even have internal competitions between departments to see who comes up with the scariest work area, and then they invite families to come experience it on the last Friday of October. The venue we'll be discussing here is more the community family version that's open to the general public. As a result, you may even want to design separate areas: one for adults, one for older children, and one for the little ones. It's this variability that makes the amount of money these events can generate hard to predict. Several of these haunted house venues have reached the six-figure mark over the course of several weekends, while others are very modest in revenue.

First you need to choose a site, like a community recreation center, an old mansion, an old barn, an abandoned warehouse or manufacturing plant, or your county's fairground area. Then you need to fill it with volunteer monsters and goblins, eerie sounds and air gusts, fake spider webs and darkened rooms, some computer projections of ghosts, some sound effects and a little acting talent, and you're sure to scare up a big

attendance and a lot of publicity. Combine this with other attractions and activities like a pumpkin patch, the sale of pumpkins, horse or tractor drawn hayrides, giant pumpkin contests, and similar fun venues and the crowds will line up for miles.

Better yet, rent your county fairground facility, and use the many buildings as multiple haunted houses. Invite businesses to decorate sections or separate buildings and compete for the best haunted house setting. Make it a huge attraction in the media. Imagine 25-50 businesses competing, and your being able to charge \$10 per person to attend. People would come multiple times to see it all.

### **Ideas to Consider:**

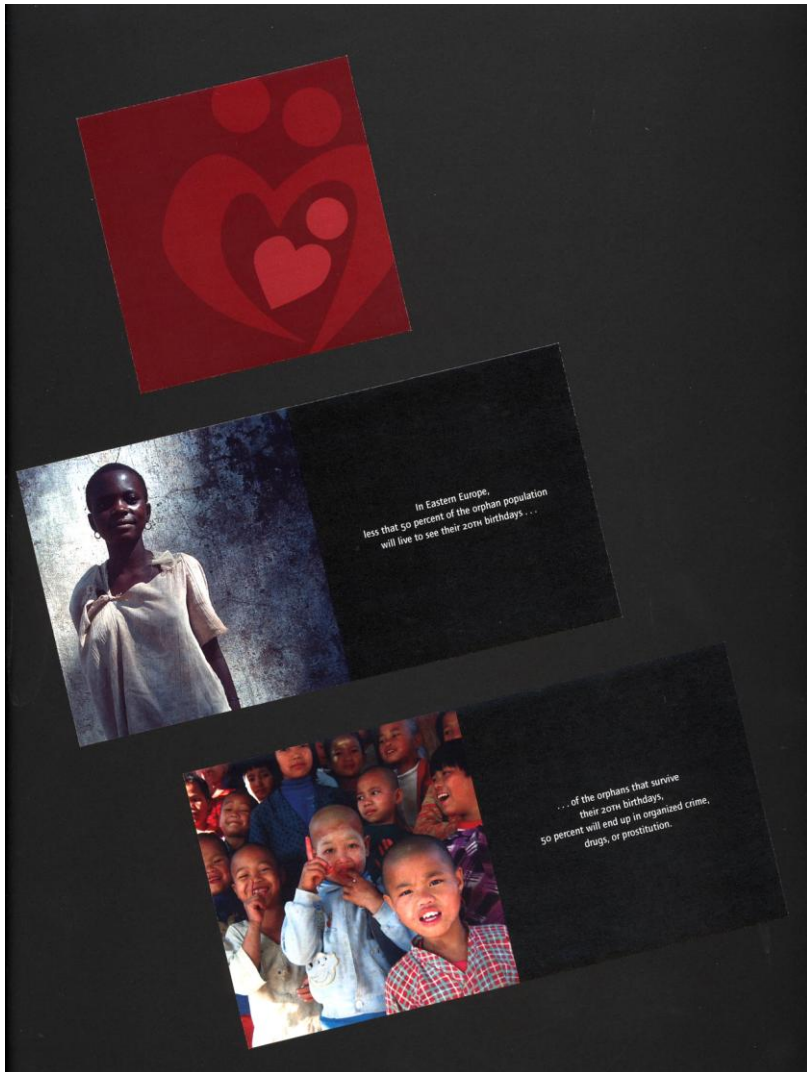
With the decorations still in place, consider conducting a Halloween Costume Ball complete with food and drinks. As you'll be close to voting season, you might want to approach some political candidates about having their events at your Haunted House venue. Politicians will be running many campaign fundraisers around that time, and this would be a great alternative to the usual events supporters get invited to attend. Their campaign headquarters will recruit plenty of supporters to a campaign fundraiser in their politician's honor, so to make money, charge them a per person fee to go through the exhibit. The politicians will add on their suggested supporter fees, and both your cause and the politician's campaign fund will be winners.

Add beverages and food to the mix, as well as candy bars with cause wrappers on them. [www.iCandyWrap.com](http://www.iCandyWrap.com) and [www.BabyBar.com](http://www.BabyBar.com) are starting points, and now M&M's can even be imprinted with your logo on each piece. Find out more at [www.MyMMS.com](http://www.MyMMS.com). Think corporate sponsors!

If you can't get businesses to compete, work with your local Kiwanis organization to get help putting on the Haunted House event. Local farmers may also be able to donate a hayride or sell you discounted pumpkins to re-sell.

**Source of Idea:** *Unknown origin. "Snap-Apple Night" was painted by Irish artist Daniel Maclise in 1833. It was inspired by a Halloween party he attended in Blarney, Ireland, in 1832.*

## High-Income Cause Book



Courtesy Hesperheide Design, Newbury Park, CA  
(<http://www.hesperheide.com/>)

### Video 35 - High-Income Cause Book

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## High-Income Cause Book

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Donations from high-income individuals
Advertising:	Direct appeal via introduction
Equipment/Supplies:	Coffee-table quality book on your organization
Partners:	<a href="http://www.Blurb.com">www.Blurb.com</a> <a href="http://www.Snapfish.com">www.Snapfish.com</a>
Volunteers Needed:	Board Member Introductions, photo and book design help.

### How It Works:

Many 501(c)(3) non-profit organizations can better leverage their Board members' connections by making available a high-quality cause book for high-income individuals. The cause book tells your story in pictures and short messages, so that you can create an emotional connection with the high-income individual. Even without that emotional connection, there are important tax considerations for a large donation. The high-income cause book starts the process.

Imagine a coffee-table quality book with pages of struggling orphans and orphanages to set the stage for how your organization helps. Imagine showing kids who now have jobs thanks to your group's efforts. Imagine showing cancer survivors that have benefitted from your organization. Tell your story.

The new online services like [www.Blurb.com](http://www.Blurb.com), [www.Snapfish.com](http://www.Snapfish.com) and many others make these high quality books possible, in quantities of one. They look like they've come off the presses of a high-end printer. All you need is about 20-50 photos that tell your story. The more you have the better.

On one page, place the picture so that it fills the entire page without a border. On the facing page you tell a small piece of your story. If you're helping foster kids or orphans, then a shocking statistic like "there's

over 143 million orphans in the world” is all that needed on the opposing page. If you’re fighting a specific type of cancer, then pictures of cancer survivors on one page, and their story on the other page, will get the same effect.

You also need to tell how your group uses the donations that it receives. Explain how you spend the money and what group of people or cause benefits as a result. The more you can break down how money is spent, the easier it is for a high-income individual to figure out how they can help. Perhaps they’ll sponsor a person, or a new facility, or a project. Perhaps they’ll sponsor much more.

### **Ideas to Consider:**

You will want to be prepared with other non-cash options to present, which is why there are several “planned giving” venues included in this book. Make sure you are well-versed in how each of these work, or bring someone along who is well versed in the planned giving instrument.

Consider asking each Board member to make your organization a 1-3% beneficiary in their life insurance policy. That’s usually a one-page document that needs to be prepared, and easily done. In turn, if they ask a high-income individual to do the same, it will be more credible if they can say they’ve already done it.

Each of the planned giving venues presented offers a specific tax advantage, as does an outright cash donation. Never forget to mention that you’re a 501(c)(3) or similar tax-deductible entity, if you have that status with the Internal Revenue Service.

**Source of Idea:** *Unknown. This concept was first suggested to the author by Gary Hespenheide of Hespenheide Design, in Thousand Oaks, CA.*

## Holiday Gift Wrapping

### Video: Promo Piece of Holiday Gift Wrapping at Barnes & Noble

Video Link: <http://www.youtube.com/watch?v=Ejfu8Cr6YNo>



### Video 36 - Promo for Holiday Gift Wrapping

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## Holiday Gift Wrapping

Potential Revenues:	\$\$\$
Revenue Source:	Donations for wrapping
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, all communications
Equipment/Supplies:	Banners/signage, gift wrapping paper, bows, scotch tape, scissors, tables, tables, a donation box, and other supplies if not provided by the bookstores or mall
Partners:	Bookstores, shopping malls, wrapping paper sponsor
Volunteers Needed:	Gift wrapping volunteers

### How It Works:

Depending on how many of these gift wrapping locations you decide to staff during the holiday season, these events can produce a lot of revenue for your organization. People love to tip - and tip big - during the holiday season.

One of the most successful locations for a holiday gift wrapping service is at a major bookstore. One of the largest of the bookstore chains provides the gift wrapping paper and other wrapping supplies for free, while the other large bookstore chain has a donation matching program. If your organization is spread out around the country, then you expect this to be a very large opportunity for generating donations. Even in a single location, several days work around the holidays can produce \$500 or more.

Don't underestimate the number of volunteers that you'll need. For a 3-4 hour block of time, it usually takes 2 people to manage the wrapping in a bookstore. More may be required in a mall setting. You'll want to have a rather large donation box on the table, along with some change in dollar bills in it for people to understand that they're expected to

donate for your group's work effort to wrap the gifts. However, you'll also get people who will walk up and ask you for the paper for free.

Make sure that you have an assortment of holiday wrapping paper so that you have a variety for different tastes and religious persuasions. And lastly, expect that you'll need to sign an agreement with the store to be able to do the gift wrapping there, and they will try to get 2-3 different organizations scheduled each day. Sign up early. Slots disappear quickly.

### **Ideas to Consider:**

Think big! Imagine a countrywide effort, with maybe 2,000 bookstores involved, and then do the math. There are several organizations that might help you in your efforts, such as the Kiwanis, Rotary and RSVP (Retired Seniors Volunteer Program). To find a Kiwanis club in your area(s) of operation, go to [www.kiwanis.org](http://www.kiwanis.org). Rotary clubs can be found at [www.rotary.org](http://www.rotary.org). And the main website for the RSVP Senior Corp is [www.seniorcorps.gov/about/programs/rsvp.asp](http://www.seniorcorps.gov/about/programs/rsvp.asp).

You might want to consider having some organizational flyers on hand. Including a request for volunteers and donations, and provide a contact telephone number.

Some organizations still hand out the ubiquitous wrist bands to everyone, or the blinking lights that can be attached to clothing. Just be mindful about costs, so that you don't give all of the donation profits away with the handouts you pick.

**Source of Idea:** *Unknown. The concept is believed to have originated in a bookstore, where it then evolved to a fundraiser when an enterprising charity asked to do the wrapping in exchange for donations.*



## Holiday Home Tours

### Video: Scituate Holiday Home Tour

Video Link: <http://www.youtube.com/watch?v=Ug-44Opelqw>



**Video 37 - Scituate Holiday Home Tour Preview**

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## Holiday Home Tours

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Tour admissions, special gift shop boutiques, food sales
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, all communications
Equipment/Supplies:	Tour buses, signage, banners, tables, cash boxes, admission wrist bands, receipts
Partners:	Area home owners
Volunteers Needed:	Extensive committee planning, event chair, crowd and traffic control, gift shop/auction helpers, set-up and logistic help

### How It Works:

This is a great event around the holiday season, especially in warmer climates where weather is a bit ‘friendlier’ in the early December time frame. To conduct this event, you need to find 5-7 homeowners who would be willing to decorate their homes extensively for the holidays. Next they would have to be willing to allow thousands of people to go through their homes over the course of a weekend. You can expect 2-4,000 visitors if the homes are considered ‘impressive.’ Typical homes on these tours are usually 5,000 to 25,000 square feet in size.

If you Google “holiday home tour” you will see examples to help you construct your own event. In surveying prices for these events, it seems like \$20 to \$30 is about the right admission price. You can offer special discounts for members, groups of 10 or more, or early ticket purchases.

The important point is to not underestimate the amount of logistical support you’ll need to conduct the event. You’ll need parking for two days, and then bus transportation to and from all of the homes. In addition, you’ll need to ensure that people stay in the designated areas at each of the homes, and that the homes are kept free of theft.

You should definitely consider using admission wristbands to control entry into the homes. A supply of disposable shoe covers to help protect the interiors of the homes is also considerate. All of these amenities are important to ensure that the gracious families who have hosted your holiday home tour will become positive references for future home owners who might consider participating.

### **Ideas to Consider:**

Consider a gift shop area inside a facility like a school or in a large business lobby. This is where you can invite vendors to purchase a booth and sell items to the people that go on the tours. You can also establish that 20% of their sales are to be donated to your cause, in addition to the booth rental. If you go the percentage of sales route, consider setting up controls where you handle the money, issue customers a receipt to collect the items, and then pay the vendors. You should also have your own booth in order to participate in the sales.

If you can locate the boutique near the parking, where the buses pick up and drop off, you'll probably maximize the exposure of the boutique. However, you can always include directions to the gift shop on the event brochure that's given out to the visitors.

The event brochure is another potential source of revenue, where ads from realtors, interior designers, furniture stores, as well as home and garden outlets can appear. Arrange for various sizes of ads, and even consider an overall tour sponsorship which may include signage on the sides of a bus, in homes, or along the route.

Consider a pre-event gathering for the families. This is where you would also invite any substantial donors to your non-profit, in order to show your appreciation. A banquet style dinner, or a wine and cheese gathering are both appropriate, as well as a gift to present to the families, event chairperson, and heads of committees.

**Source of Idea:** *Unknown. The Wellness Community Valley/Ventura operates a well-known Holiday Home Tour in Southern California, and the Preservation Resource Center of New Orleans has been doing the Holiday Home Tour for more than 35 years.*

## Holiday Wreaths & Poinsettias

### Video: Visiting a Poinsettia Ranch

Video Link: <http://www.youtube.com/watch?v=bG81d8FBh64>



### Video 38 - Visiting a VERY Large Poinsettia Ranch

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## Holiday Wreaths & Poinsettias

Potential Revenues:	\$\$\$
Revenue Source:	Sales of wreaths & poinsettias
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Banners/signage, holiday wreaths, holiday poinsettias, display racks and tables, a cash box, flyers on your organization
Partners:	Bookstores, shopping malls, Grocery stores, <a href="http://www.FGMarket.com">www.FGMarket.com</a>
Volunteers Needed:	Sales and organizing volunteers

### How It Works:

Selling holiday wreaths and poinsettias is a surprisingly good revenue generator, especially if you can secure a high-traffic location. Probably the best locations are going to be at the entrances to malls, bookstores, and supermarkets. However, you might find other places where holiday traffic is significant, like at a fast food restaurant where shoppers are grabbing a quick bite to eat while shopping.

Ideally, you'll want to start selling these items the day after Thanksgiving – also known as Black Friday in the retail trade. You'll want to continue selling right up to the December 25<sup>th</sup> holiday. If you sell about 2,000 units in this time frame, in the \$10-12 price range, you will generate \$20,000-\$24,000 in gross sales. You will want to find a wholesaler who prices these items in the \$5-\$6 per price range. That means you will make about \$10,000 to \$12,000 in profits for your organization. Prices will vary by area of the country, so simply double your wholesale price to establish your list price. And consider stating your list price as a "suggested minimum donation."

You'll need to find a wholesaler for the wreaths and poinsettias that services your area of the country. A good place to start is the website: [www.UltimateFloralIndustrySupplyGuide.com](http://www.UltimateFloralIndustrySupplyGuide.com) which lists wholesalers of these items around the country. Another potential source of suppliers

is [www.FGMarket.com](http://www.FGMarket.com). Both websites will show you other holiday and seasonal type products that are worth considering.

Starting with these websites, you'll need to call the suppliers that service your geographical area. Make sure they know that you're going to be buying in bulk quantities. It took me three calls to end up with a good supplier of poinsettias in Southern California at [www.ArmstrongGrowers.com](http://www.ArmstrongGrowers.com). An internet search came up with several, including [www.LivingColorFundraiser.com](http://www.LivingColorFundraiser.com). Both had many options available, including various types of wrapping paper for the poinsettia pots.

### **Ideas to Consider:**

Work in the September to October time frame to secure your location, especially with the bigger malls and bookstores. If you can't get any of these places to accommodate you, team up with vendors who are selling Christmas trees during that season. As long as you're not competing with any of their products, you should find a willing partner, as you'll help to drive traffic to them as well.

You also want to get your order in early for the poinsettias and holiday wreaths, to make sure that they'll be available for you when you get ready to start. [www.ArmstrongGrowers.com](http://www.ArmstrongGrowers.com) sent me a good timetable to follow, as well as a sample advertising flyer for taking early orders. Ask other growers if they have similar aids for you to use.

Try to find a corporate sponsor for the entire wholesale purchase. You could offer to put a pre-printed card in each plant that includes their company's name and logo, along with yours. Use plastic card holders to display your name and the sponsor's.

And you're probably tired of hearing this by now, but don't forget your resale license so that you can collect sales tax if that's necessary. Check with your legal counsel or State Attorney General's office for more information.

**Source of Idea:** *Believed to have originated in Europe. In wide use in the United States by hospitals and other fundraising groups.*

## Honor Boxes

### Examples of Honor Boxes

Courtesy Sheridan Systems ([www.SheridanSystems.com](http://www.SheridanSystems.com))

**Honor Boxes and Snack Trays**



Honor Snack Boxes

This eye-catching, sturdy snack box works like a vending machine on the honor system. It is engineered to display 100 items of chips, candy bars, cookies, and snacks.



Charity Box Display

This attractive display is used to dispense bite-size candy such as peppermint patties, hard candy, peanut butter cups, etc.



Lollipop Charity Display

This attractive display comes with an insert designed to hold 63 lollipops.



Side Car

Used along with the Snack Box or on its own. Its is usually used for items that are larger or differently priced than the items in the Snack Box.



Accessories

We have all the accessories you need to give your vending business that professional look and to keep it operating efficiently.

### Video 39 - Honor Box Examples

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## Honor Boxes

Potential Revenues:	\$\$\$\$
Revenue Source:	Loose change and bills left in the honor boxes
Advertising:	None
Equipment/Supplies:	Honor boxes
Partners:	Local businesses, <a href="http://www.SheridanSystems.com">www.SheridanSystems.com</a> , <a href="http://www.CoolPlastic.com">www.CoolPlastic.com</a>
Volunteers Needed:	People to place, refill, and collect the money

### How It Works:

This is the charity version of a vending machine route. Honor boxes come in both corrugated box configurations, as well as plastic towers. Both are filled with candy or snacks, along with a suggested donation amount for each item – usually \$1. The corrugated box variety offered by [www.SheridanSystems.com](http://www.SheridanSystems.com) and others, can be placed in company or small office kitchens and break rooms. When employees take their breaks, they can choose one of the snacks from your assortment and put the minimum donation amount in the box.

The term “honor box” comes from the fact that you are leaving both the snacks, as well as the donations in an unsecured environment. Anyone can take the candy or the money. You’ll have to monitor each location to determine if you want to continue delivering to them, but in general, most people are pretty honest and generous. In a study,<sup>1</sup> typical results showed that payments averaged about 90-95% of the suggested amount. Whether that average would increase when the honor box is done as a charity fundraiser has not been statistically determined.

Another version of the honor box is a clear acrylic candy dispenser that has a donation box fitted on top. This is usually designed for the bags of small candy samples or mints that you see in most stores. These are sometimes placed in the same areas recommended in the write-up in the *Donation Boxes* section of this book. These are more costly than the



corrugated cardboard honor boxes. You can see samples of this type of honor box at [www.CoolPlastic.com](http://www.CoolPlastic.com).

Consider how perishable each product might be. If you're going to do donuts and bagels, those items have to be replaced daily, so you might only want to deliver them on Friday's. Candy tends to last much longer. Check the expiration dates on each product, if available.

### **Ideas to Consider:**

Best locations are usually in the company break areas and small office kitchens. Other areas might be union halls and association meeting places, as well as libraries on a profit-split basis. Some of the larger corporations already have vending machines, and they may not be willing to put a competing box nearby. A compromise location or selection of items that are unique from the ones sold by the for-profit vending routes may be worked out to everyone's satisfaction.

Best places to obtain low-cost candy bars and snacks are going to be Wal-Mart, Costco and Sam's Club. However, if you watch sales at local drugstore chains, especially after Halloween, you'll see some extraordinary buys. You might also be able to get some of the candy donated, especially if this is a short-term project.

If you live near a manufacturer of these snack items, see if you can work out a direct purchase deal. At the very least, you can ask for some donated products.

As with the donation boxes, you can set up a monthly revenue stream along with people who can manage the routes for you. Ideally, you'll have many friends and supporters who work in some of these target companies. Perhaps you can persuade them to manage the boxes and money on your behalf.

**Source of Idea:** *The first honor box study (see footnote referenced in this write-up) spanned a 12-year period from 1993 to 2004. "Freakonomics" attributed the honor box to a research analyst named Paul F. who grew a large bagel business to 140 companies after a work cut-back, and still operates it today. He's delivered more than 1.3 million bagels.*

## House of Magic

### Video: Quick Change Magic on America's Got Talent

Video Link: <http://www.youtube.com/watch?v=7v3QcoaMP5I>



#### Video 40 - Quick Change Magic Act

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## House of Magic

- Potential Revenues: \$\$\$\$
- Revenue Source: Attendance fees, food and alcohol sales, coat check fees, silent and live auctions
- Advertising: Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
- Equipment/Supplies: Banners/signage, coat room and tables, a cash box, admission tickets, flyers on your organization
- Partners: Area businesses, magicians, [www.MagicSam.com](http://www.MagicSam.com), facility partner
- Volunteers Needed: Extensive committee planning, event chair, crowd and traffic control, gift shop/auction helpers, set-up and logistic help

### How It Works:

This is an elaborate and very different kind of fundraiser. It was inspired by the Magic Castle in Hollywood California, “the world's most famous club for magicians and magic enthusiasts.”

This fundraiser would ideally take place at night, in an old historical facility - the older and more mystical, the better. Lighting is kept on the dim side, and the environment reflects the illusion of magic throughout the facility. Many small performance rooms will be needed, and if you can come up with stadium style seating for some of the performances, it will help with viewing (seats on platforms work just as well). An auditorium and a stage can also add positively to the magicians' performances. Some facility suggestions include: old mansions, country clubs, empty manufacturing plants and warehouses, restaurants with many private rooms, old theaters, schools, wineries and museums.

Each magician is carefully auditioned for the event, and will probably be anxious to have an audience in front of so many people. Each magician

will be assigned to a room for their show, and chairs will be placed around the magic act. Each magician is expected to do multiple performances to accommodate the audiences.

As guests arrive, they are handed a schedule of performances, and shown or told where the food, drinks and silent auctions are located. Allow guests to pick their own viewing venue by moving from room to room at their pace. Interspersed throughout the facility are drinks, food, and silent auction opportunities. Performances are carefully scheduled by your event coordinators, and when the magicians are not performing they should be mingling with, and entertaining the crowds.

An evening of entertainment like could be priced in the \$75 to \$150 per person range. Consider running it over several nights. Price mixed drinks as “pay-as-you-go,” but give out free beer, wine, soda, and snacks. Seek out sponsors to provide these items.

### **Ideas to Consider:**

Consider including a coat check and a valet parking service for additional donation revenue. Suggest a donation amount and refer to *Charity Valet Parking* and *Coat Check* for more detailed instructions.

Raffles are always easy to include, and perhaps the prizes can be related to magic, such as admission to an area magic club. A higher-priced raffle might be for a trip to Hollywood to visit the Magic Castle.

Private magic performances can be a very unique silent auction gift. A performance like this would be great for a birthday party, an anniversary, or a similar type of event.

Consider giving out packaged magic gifts like the “3-card Monty” which is available from many suppliers like GameParts.net. Suppliers usually provide a custom trick card as part of the packaged set. The custom card can be printed with your group’s name, a statement of your cause’s mission, and your website for future donations.

**Source of Idea:** *Magic performances are as old as time. This particular fundraiser was inspired by the wonderful and mystical Magic Castle in Hollywood, CA.*

## Live Auctions

### Video: Justin Timberlake & Jessica Biel Charity Auction

Video Link: <http://www.youtube.com/watch?v=ym4kj3wrXuI>



### Video 41 - Justin Timberlake & Jessica Biel Live Auction for Charity

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## Live Auctions

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of donated auction items
Advertising:	Varies, but usually in conjunction with a larger event like a dinner, gala, or ball
Equipment/Supplies:	Tables to display items
Partners:	Every individual and business willing to donate an item
Volunteers Needed:	Auctioneer or emcee, people to solicit businesses and individuals for the donated items, people to help put out the displays and donation collections

### How It Works:

This is usually a significant contribution generator for every large event. Items that are truly unique, or of significant value, are put up for bid while the assembled audience is sipping on coffee and eating dessert. Usually a professional emcee or auctioneer is up front making the items seem absolutely irresistible.

Some items that have made it to the live auction part of an event include puppies, a “City Slickers” event at a remote dude ranch in Utah, a small walk-on part in an upcoming movie, and so on. But then creativity comes along and the auction turns to other rare venues, like dates with celebrities, throwing out the first pitch at a professional baseball game, a round of golf with a sports star, and private dinners cooked by the local fire department at their fire station. You just can’t walk into a store and purchase something that memorable.

But other, less ostentatious venues have worked even more successfully. When 3 children got up to individually thank donors for their Kids Club cancer support group, they tearfully let the audience how much they appreciated their support during their parent’s final battle with cancer. Those few heartfelt seconds started an avalanche of

bids from a 300-person audience to sponsor even more children into the program at a cost of around \$3,000 per child. Before the auctioneer was done, he had progressed from the first group of full-support sponsorships at \$3,000, down in increments to \$50 bids for partial-support contributions. When the bidding was done, over \$47,000 had been raised during a thin 20-minute slice of the evening.

### **Ideas to Consider:**

As mentioned in the *Silent Auctions* section of this book, a good emcee or auctioneer will earn their fee by taking a simple donated item and multiplying its value several times over. A good example was when a member of an exclusive country club was at an event, where he had also donated a round of golf for a threesome. The threesome was to accompany him as his guests. The winning bid went to a threesome who had successful bid \$4,500.

However, the auctioneer wasn't done. When the winner of the first round was announced, the auctioneer turned to the donor who was sitting in the audience, and asked whether he would allow the non-profit to sell more rounds of golf. The donor agreed. Before the auctioneer was done, three more threesomes - the ones who had failed in that original round of bidding - made good on their last bids, and the rounds were sold at \$4,500, \$4,000, \$3,750, and \$3,500, for a whopping \$15,750 - \$11,250 more than the single high bid.

And 'no.' the emcee did not embarrass the donor. He knew he was going to do this ahead of time, as soon as he saw the item on the list. When he asked to be introduced to the donor, he quietly asked for permission. The donor simply smiled at his creativity and said 'yes.'

With a little forethought, more items like the dinner at the fire station prepared by fireman, the date with a celebrity, or the round of golf with a sports star can all be sold multiple times. Just make sure you don't embarrass the donor by putting them "on the spot," or you'll never hear from him or her again.

**Source of Idea:** *Unknown. This idea has been in wide use by many non-profit organizations during their signature events.*

## Macaroni and Cheese Social

### Video: Macaroni and Cheese Recipe: Tom Jefferson's Mac and Cheese

Video Link: <http://www.youtube.com/watch?v=coYqrXsDPdU>



#### Video 42 - Macaroni & Cheese - Thomas Jefferson Style

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## Macaroni and Cheese Social

Potential Revenues:	\$\$\$\$
Revenue Source:	Attendance fees, silent and live auctions
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, all communications
Equipment/Supplies:	Event planning at elegant hotel will be primary supplier, table centerpieces, decorations, event tables
Partners:	Area hotels, businesses, restaurants, corporations, event brochure printer
Volunteers Needed:	Extensive committee structure to handle all aspects of the event

### How It Works:

This is the low-budget version of the *Black Tie Gala*. A bit “tongue-in-cheek” from a naming convention, this can still be a significant fundraiser, and with a very reasonable budget for food. Note: *The only reference to this style of event after an extensive search of the internet was a passing reference from the NYU Graduate School. So this is going to seem pretty novel to most folks.*

Instead of being faced with \$60 to \$100 a plate dinner costs, plus gratuities, associated with a Black Tie Gala, this event goes off at under \$5-7 per plate. That means you can shave off up to \$95 from the attendance cost for the food alone, and if you move it to a lower cost facility, you can very profitably price this event in the under \$25/plate. From that point on, you’re going to be running the same type of event as the Black Tie Gala, with maybe some ‘slack’ on the dress code side.

You’ll still need a great speaker for the event, but not nearly the \$20,000 per hour variety. As this will still be unique, and thus “press

worthy,” you should invite press and other media people to attend in order to take photographs of the participants in this novel social event. It’s a time when non-profits have come under criticism for spending a lot on events this venue will seem very newsworthy.

From this point on, this event will be like any other gala dinner or ball event – a lot of hard work. Conduct *Silent Auctions* and *Live Auctions* (refer to those sections in this book). Lay out a well thought out plan for securing the facility, locking in the speaker(s)’ schedules, printing and sending out the invitations, arranging decorations and catering, securing auction items, printing the event flyer, soliciting sponsorships, valet parking, and the endless amount of work it will take to do your version of this event.

### **Ideas to Consider:**

If you can arrange for your auctioneer or emcee to do a live auction while the speakers are seated at the head table, that would probably be a great time to draw a lot of high bids from the audience. People want to be remembered for their generosity in front of important people. You can also notify silent auction winners while dinner is being served, and you can use the event’s seating chart to identify where they are seated. Make sure to collect the winning bid.

In addition to overall event sponsors, consider selling table sponsorships for the 50-100 plus tables that will be available to seat 10 people each. Incorporate the cost of the 10 invitations into the table sponsorships, as that bulk price will ensure that the table is filled by the sponsor – more than likely, from their mutual companies.

Some vendors might even want to sponsor a gift for every attendee as a way to show their appreciation, as well as get their name in front of the attendees. These gift items can be spread out into three sponsorships – a door gift, a table gift, and a seat gift. Think ‘unique’ and you can probably get it sponsored at this type of event.

**Source of Idea:** NYU Graduate School, Maryam Toloui, in a reference to the event (<http://blogs.nyu.edu/blogs/ajr426/sswgsa10/>) during her bid for GSA Vice President

## Mayors' Ball

### Video: Mayor's Gala Ball - Ireland (Imagine Putting 5 Mayors Together)

Video Link: <http://www.youtube.com/watch?v=Af9KiSEjJDs>



**Video 43 - Mayor's Gala Ball - Ireland (Imagine 5 Mayors Together)**

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## Mayors' Ball

Potential Revenues:	\$\$\$\$
Revenue Source:	Attendance fee, silent and live auctions
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Event planning at hotel will be primary supplier, table centerpieces, decorations, event tables
Partners:	Area hotels, businesses, restaurants, corporations, event brochure printer
Volunteers Needed:	Extensive committee structure to handle all aspects of the event

### How It Works:

This is the plural of a Mayor's Ball. In this event, you invite the mayors from several surrounding cities to take part in a gala occasion that support's your organization's work in their mutual communities. You get them all to come, by first inviting a mayor that you or your board knows personally. Once that mayor is on board, you then get the rest to come by asking your mayor if he'd like to invite them personally, or if it would be okay to mention to them that he or she is coming. Make sure that you secure one of the area's finest hotels, such as a Four Seasons, as a fitting environment for such a grand social event.

Why multiple mayors? When they come, everyone that works with or for their city becomes a potential invitee. Not only are they invitees, they also feel an unspoken obligation to show up and support the mayor that influences their salaries or city contracts. Can you think of a more favorable environment in which to gather event sponsorships or anything else you need? "If the Mayor is there, it must be important to him or her. Therefore, it's important to me."

And not coincidentally, there will be a lot of press eager to attend in order to record the mayors' words of wisdom, as well as photograph the invitees and participants in this grand social event. It's a very unique newsworthy opportunity for all parties involved.

From this point on, this event will be like any other gala dinner or ball event – a lot of hard work. Lay out a well thought out plan for securing the facility, locking in the mayors' schedules, printing and sending out the invitations, arranging decorations and catering, securing auction items, printing the event flyer, soliciting sponsorships, valet parking, and the endless amount of work it will take to do your version of this event. And wouldn't it be great if this became your annual signature event?

### **Ideas to Consider:**

If you can arrange for your auctioneer or emcee to do a live auction while the mayors are seated at the head table, that would be the best time to draw a lot of high bids from the audience. People want to be remembered for their generosity in front of such an important gathering. You can also notify silent auction winners while dinner is being served, and you can use the event's seating chart to identify where they are seated. That's also a good time to collect!

In addition to overall event sponsors, consider selling table sponsorships for the 40 plus tables that will be available to seat 10 people each. Incorporate the cost of the 10 invitations into the table sponsorships, as that bulk price will ensure that the table is filled by the sponsor – more than likely, from their mutual companies.

Some vendors might even want to sponsor a gift for every attendee as a way to show their appreciation, as well as get their name in front of this elite gathering. These gift items can be spread out into three sponsorships – a door gift, a table gift, and a seat gift. Think big and you can probably get it sponsored at this type of event.

**Source of Idea:** *This idea was first suggested to the author by Ivan Amondell and Colleen Durston of Eclipse Printing and Design in Simi Valley, CA.*

## Microbrewery Tastings

### Video: Microbrewery Tasting Event

Video Link: <http://www.youtube.com/watch?v=uwK67PIYwkc>



#### Video 44 - Microbrewery Tasting Event for Charity

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## Microbrewery Tastings

Potential Revenues:	\$\$\$
Revenue Source:	Attendance fee, silent and live auctions
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Event planning at facility chosen will be the primary supplier, tables, decorations, tasting booths
Partners:	Micro-breweries, businesses, restaurants, corporations
Volunteers Needed:	Committee structure to handle all aspects of the event, hosts and crowd management

### How It Works:

This is becoming a very popular alternative to the ubiquitous wine-tasting fundraisers that we've all come to love. The usual venue is on a Friday night from around 5:00 PM to 9:00 PM, with the tastings occurring between 5:00 PM and 8:00 PM. This is usually done to contain the amount of time that the beer will be consumed, as well as give everyone a chance to make it through the recommended 4-6 micro-breweries that are usually on-hand to pass out samples.

The typical attendance fee varies widely, from \$5 - \$45 at the door, with a discount for early ticket purchases and for any sort of membership that may be associated with your cause. Probably a \$25 charge would seem like a deal to most people. That price includes all of the beer tastings, which you can usually get the micro-breweries to partially or totally cover as a donation. In turn, the micro-breweries usually come prepared with marketing materials, a special package offering, a gift card, or membership. Others have a restaurant attached, so these fundraisers are a way to get the word out.

John Geraci of Amherst Brewing Company in Amherst, MA donated all of the tastings to a Springfield Museum, because he liked the cause and the exposure. The charge was only \$5 at the door and they expected only 250 people to attend, and got over 500 people. That included all of the tastings for the several micro-breweries that were present.

### **Ideas to Consider:**

The Micro-Brewery Tastings have been very successfully used in the most unlikely of partnerships, such as the museum micro-brew tasting described above. However, that's just the kind of facility that makes the event special. You just need to secure a similar one for yours. One of the nicest events I've ever seen took place in the Monterey Aquarium in Monterey, CA. This was a dinner event with tables set between floor-to-ceiling, glass-walled enclosures for the fish. That would be a great venue for an event like this, as well. Depending on how close you are to a micro-brewery, and how extensive their property, you can consider doing the event there.

You should definitely consider using raffles, silent and live auctions, and any other fundraisers that you can run in conjunction. This is a wonderful event, where everyone will be a good mood. Maximize the opportunity.

Having some appropriate food selections on hand such as pizza squares, pretzels, peanuts, and so on, are usually part of these venues. You can usually get these catered, or a really inexpensive alternative is to visit your local Costco or Sam's Club and make the purchase there.

As this event involves liquor, you'll want to check whatever special permits or licenses you'll need. The micro-breweries' permits may or may not cover this event.

**Source of Idea:** *Micro-Brewery Tastings as a fundraiser have probably been around since the first micro-brewery opened its doors. For purposes of this book, this idea came from the example in the above write-up.*



## Medieval Fair

### Video: Maryland Renaissance Fair

Video Link: [http://www.youtube.com/watch?v=Hj\\_NDbYOIOs](http://www.youtube.com/watch?v=Hj_NDbYOIOs)



### Video 45 - Maryland Renaissance Fair

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## Medieval Fair

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Attendance fees, food/drink sales, other sales, donations
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Home-made attractions, cash boxes, credit card machines, and a rubber stamp for attendance
Partners:	A county fairground, state park or similar area
Volunteers Needed:	Extensive committees to organize the event, construction of attractions, running the event, crowd and traffic management

### How It Works:

Most Medieval Fairs are arranged to represent an imagined village in England or Europe, around the Middle Ages or during the reign of Elizabeth I, which is considered the English Renaissance. Revenues come from attendance fees for the weekend event, concessions, raffle ticket sales, and other types of sales.

These events can run the gamut from costumed parties to very extensive layouts in wooded areas or fairgrounds. In most medieval fairs there are many stages for performances scattered throughout. Most have regularly scheduled shows, usually put on by local Shakespearean acting groups, or other performing troupes. However, these acts can simply take advantage of local talent and include dancers, magicians, fire-eaters, musicians, jugglers, and singers. As visitors move between performance areas, they pass by medieval themed displays, as well as vendors selling handcrafted items, artwork, costumes, books, as well as your non-profit's logo items. Food and beverage vendors are also scattered throughout, as well as game and ride areas.

Exhibitions can include archery, axe-throwing, and Falconry (re: [www.FalconryAcademy.com](http://www.FalconryAcademy.com)). Depending on safety considerations, some of these exhibitions can turn into games or instruction. “Dunk tanks,” can also be rented from many suppliers (re: [www.PartyOutfitters.com](http://www.PartyOutfitters.com)), which allow fair-goers to hit a target and get a medieval fair volunteer wet. Consider camouflaging the tanks to create a medieval look, and give them medieval names. Rides are typically animal rides or human-powered. Live animal displays are also fairly commonplace, so you can tap local farms. If you’re doing your event in Maryland, consider including a joust as a main attraction – it’s the state sport!

Don’t underestimate the number of committees to pull off a themed event of this size. Some of the typical functions you need include: talent and entertainment recruitment, scheduling, exhibitions, event logistics, public relations, refreshments and concessions, costumes, sponsorships, fundraising, crowd and traffic management, and an overall chair person.

### **Ideas to Consider:**

In addition to the staged performances, think about recruiting several actors who can play medieval figures and roam the fair, interacting with the children and visitors. Magicians are perennial favorites, and you might even want a caricature artist around to capture the unique venue.

You might want to consider adding some daily raffles, which can be theme-based, such as a trip to one of the larger Renaissance fairs in the United States, or perhaps even a trip to England. Have your wandering troupe of actors sell the raffle tickets as they move through the crowds.

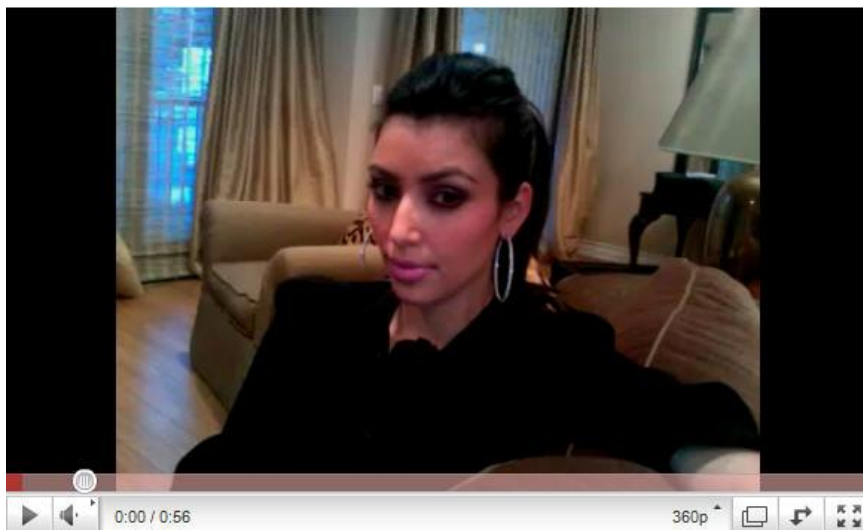
Consider encouraging visitors to wear costumes, by offering up a best costume award. Google “Medieval Fair Costumes” to find several suppliers. Also think about a large pavilion area where a “King Arthur’s Feast” can be served up by a costumed wait staff.

**Source of Idea:** John Langstaff is often credited. In 1957, Langstaff held “A Christmas Masque of Traditional Revels” in New York City.

## MissionFish / eBay Giving Works

### Video: Kim Kardashian eBay Giving Works Auction

Video Link: <http://www.youtube.com/watch?v=XO2GVIUkzKo>



### Video 46 - Kim Kardashian / eBay Giving Works Auction

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## MissionFish/eBay Giving Works

Potential Revenues:	\$\$\$\$
Revenue Source:	Items sold directly by you, and from community members who sell on eBay that name your charity as a beneficiary (from 10% to 100% of the item's value)
Advertising:	eBay and MissionFish resources, social media, eNewsletter articles, news articles on your site, press releases to local newspapers and radio stations, blogs, your non-profit's homepage, in your email signature, all communications
Equipment/Supplies:	None
Partners:	eBay, MissionFish, eBay Sellers
Volunteers Needed:	Some minor work to sign you up and set up your eBay/MissionFish account: <a href="http://www.MissionFish.org">www.MissionFish.org</a>

### How It Works:

MissionFish helps non-profits benefit from the selling that goes on at eBay, as well as directly, from sales made by your non-profit. eBay sellers can list items on eBay and donate 10-100% of their proceeds to your non-profit. MissionFish collects the donations and forwards them to your non-profit less a small transaction fee. eBay will credit the 'Insertion' and "Final Value Fees" back to the seller, equal to the percentage of the final sale price that the seller agreed to donate.

Non-profits can also become eBay sellers listing items on their own behalf. Your non-profit collects the final bid directly from the buyer and then ships the item. eBay will credit the 'Insertion' and "Final Value Fees" back to your non-profit's eBay account, for items that sell, making the transaction essentially free of charge, except for a small fee charged by MissionFish.

Non-profits can register for free and they will appear in the non-profit directory. Any tax-deductible organization can join, subject to being screened and certified by MissionFish. MissionFish then creates a homepage for each non-profit that includes your mission statement, a link to your website, and a view of all listings selling on eBay that benefit your organization.

eBay sellers actually benefit from their association with your non-profit. Some of the points made by MissionFish are that items usually sell with 40% higher prices, and attract 20% the number of bids.

Once you look into the program deeper, you'll find that eBay Giving Works/MissionFish gives you free opportunities to promote an online auction event. With eBay crediting back the fees, this means that you are essentially operating an eBay store, free of charge. The fee to MissionFish is essentially covering the credit card fees.

### **Ideas to Consider:**

This is a great way to sell off some of those donated gifts that didn't move at your last event. The most popular charity categories are *Art*, *Clothing*, *Shoes & Accessories*, and *Collectibles*. You can expand this idea by getting a staff member or volunteer to run and operate a service for people who want to sell items on eBay, and donate money to your cause, but don't know the inner workings. All you have to do is create an eBay account for them, take the photos, write the copy, and ask them to donate a portion of the sale for your services, through MissionFish.

**Source of Idea:** *MissionFish and eBay Giving Works are programs advertised on the eBay website and by [www.MissionFish.org](http://www.MissionFish.org).*

## Mobile Fundraising

### Video: Mobile Fundraising for Non-Profits

Video Link: <http://www.youtube.com/watch?v=m09viXWzCSk>



### Video 47 - Mobile Fundraising for Non-Profits (1-Hour)

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## Mobile Fundraising

Potential Revenues:	\$\$\$\$
Revenue Source:	Text2Give, Text2Pledge donations
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Text Donation Service
Partners:	<a href="http://www.causecastmobilefundraising.org">www.causecastmobilefundraising.org</a> , <a href="http://www.mGive.com">www.mGive.com</a>
Volunteers Needed:	Mobile fundraising project lead

### How it Works:

Thanks to the Mobile Giving Foundation (MGF), founded in 2007, fundraising via mobile phones is now readily available to nonprofit organizations as a new fundraising and donor interaction mechanism. Through MGF, non-profits can leverage mobile phones without complex technology, as well as expand and cultivate a new base of givers and create new donor interaction. Mobile fundraising also represents an entirely new donor base for most non-profits – Gen Y.

MGF sits between your non-profit and a text donation service provider, such as Causecast. As a quick summary, this write-up will focus on two of the mobile fundraising methodologies provided by these services: Text2Give and Text2Pledge.

Text2Give is a very straight-forward way to get \$5 or \$10 donations using a mobile phone. Text2Give requires a service from one of the providers shown above, and starts with a “call to action” via any number of sources: TV, Twitter, a sports event, a Public Service Announcement (PSA), on the radio, and so forth. The next step is to text a “key word” to a short code like “25542,” which will be assigned by your text donation service. Finally, the person will receive a confirmation message to which they will have to respond “Yes.” This final step is very important, or the donation will not be processed. The person will be billed for the donated amount on their next telephone



bill, and you will receive the donation through your text donation service provider.

Text2Pledge takes off the \$5 and \$10 limit, and allows any amount to be donated by text to your non-profit. This is a pledge that will be collected at a later time. It operates in almost the same way as Text2Give. The donor sends a text message with a “code word” and a “dollar amount.” The donor then gets a custom thank you message. Afterwards, an automated system will call the person to confirm and collect the donation by credit card. If the donor can’t be reached in two calls, the collection is turned over to a live person to make the call from the service.

### **Ideas to Consider:**

Text2Broadcast is another service that’s usually provided by these services. It allows you to collect a large list of mobile telephone numbers, as well as provides a way to interact with them in a direct, immediate, and personal way. You’ll be able send them news, updates, alerts, calls to action, links, petitions, volunteer opportunities and other information about your non-profit. Typical messaging are things like “Vote for us as the No. 1 Non-profit at <URL>,” “We’re only \$1,000 away from our goal,” or “Join the fight against Rain Forest Destruction! Reply to this message with your name and email, and we’ll add you to our petition list!”

**Source of Idea:** *Donors Message Service (DMS) was a mutual project of the Czech Donors Forum and the Association of Cellular Networks Operators launched on April 1, 2004. The most successful mobile donating campaign was organized in support of the relief efforts for the 2010 Haiti earthquake. The American Red Cross raised over \$32 million dollars within one month after the disaster.*

## Naming Opportunities

### Video: Siena College New Residence Hall Naming Opportunities

Video Link: <http://www.youtube.com/watch?v=huPfCx28NgE>



#### Video 48 - Siena College Naming Opportunities

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## Naming Opportunities

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Donor name plates and other donor naming opportunities
Advertising:	Social media, posters, flyers, direct mail, press releases, website, media ads, all communications
Equipment/Supplies:	Varies with naming opportunity from nothing (publications) to engraved plaques
Partners:	Printers, engravers, area businesses, cause supporters
Volunteers Needed:	Organizing the program, sales and marketing, and program implementation

### How It Works:

This is a highly-leveraged way to raise money if you control property, theatres, publications, websites, gardens, buildings, or similar concepts that would allow named endorsements. The concept is to allow a company, family, or individual to provide a donation in exchange for seeing their name on items like theater seats, paver bricks, special days of the year, or even rooms, walls, benches, and buildings. This idea can be expanded to include the sponsorship of publications, a page within a publication, websites, and even parking signage. The basic idea is to accept a donation in exchange for the naming opportunity.

As an example, community theaters might consider selling an endorsement on a theater seat for \$1,000. If you have a 500-seat theater, the donations will total \$500,000.

If you plan to build a memorial wall or something more elaborate, like a memorial garden, every inch of the wall can be sold, along with benches, gazebos, paving stones (pavers), and whatever else you can put a donor's name on.

In the world of print and the internet, other naming opportunities exist. Consider the publication of a high-end picture book that might help you raise additional dollars. Sell a newsletter sponsorship. Sponsor a website page or even an electronic newsletter.

Once you put your collective fundraising committee hats on, you will amaze yourself on how many opportunities abound. In one office, I even spotted a “donated by” sign on a copier.

### **Ideas to Consider:**

Be realistic in your plans. Big projects demand a lot of time and resources to make them successful. As simple as the theatre seat naming project may seem, it requires a large sales and marketing effort, engraving of the “donated by” plates, and the physical installation. Move to an idea like a memorial wall or garden, and now you have contractors and other costs to contend with.

The best advice is to solicit partners that can help you “get the word out,” as well as help you implement them. If you’re going to build a memorial wall, perhaps you should solicit an area contractor onto your board or team.

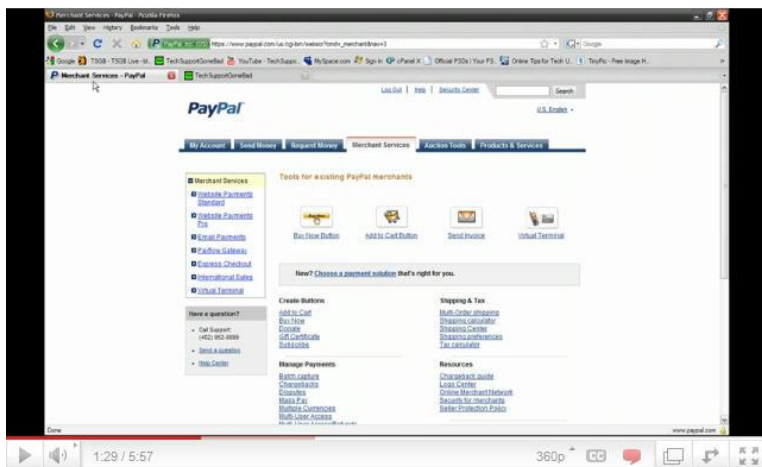
There are also many civic-minded organizations that will help you if you look around: Kiwanis, Rotary Clubs, and even city or state commissions can offer you help. Perhaps if the famous “Freedom Trail” that lets you tour the city of Boston on foot was redone in this manner, each brick of the trail could be a source of a donation.

**Source of Idea:** *Unknown. This idea is believed to have originated in England to support local theatre groups.*

## PayPal Donate Button

### Video: How to Create a PayPal Donate Button

Video Link: [http://www.youtube.com/watch?v=J9TN8mnuy\\_g](http://www.youtube.com/watch?v=J9TN8mnuy_g)



Video 49 - How to Create a PayPal Donate Button

### Video: How to Place a PayPal Donate Button on Facebook

Video Link: <http://www.youtube.com/watch?v=gfDC5J2gFKg>



Video 50 - How to Place a PayPal Donate Button on Facebook

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## PayPal Donate Button

Potential Revenues:	\$\$\$
Revenue Source:	Contributions via you own PayPal Donate button
Advertising:	Social media, eNewsletter articles, news articles on your site, internet discussion boards, press releases to local newspapers and radio stations, blogs, your non-profit's homepage, all communications
Equipment/Supplies:	None
Partners:	<a href="http://www.PayPal.com">www.PayPal.com</a>
Volunteers Needed:	PayPal Project Manager, HTML knowledgeable volunteer, supporters

### How It Works:

This is probably the first thing to do with your website – add a way for supporters to contribute to your cause. PayPal allows you to create and use *Donate* buttons to collect contribution payments. Donate buttons let you collect pre-determined amounts or amounts entered by donors. The concept to get straight is that ALL of the payment logic is contained within the button. You'll be able to use custom graphics and descriptions and associate it with the button. Although the buttons look identical from site to site, each one is as unique as a fingerprint. When clicked, it goes to a special link that is maintained by PayPal for that particular button.



You can create Donate buttons that you add to your website by using a tool on the PayPal website, or you can write the HTML code for Donate buttons manually. The easiest way to add a *Donate* button to your website is by using the button creation tool on the PayPal website. As

soon as you add the button, you can begin accepting contribution payments on your website.

While doing your first PayPal button can feel daunting, it's really something that can be done in a couple of minutes with some experience. Anyone who uses PayPal buttons on their site can set it up for you quickly. The video included with this fundraising example is also a step-by-step tutorial that's very easy to follow.

### **Ideas to Consider:**

A PayPal *Donate* button can also be placed right on your Facebook community page. Although you will have many options – like using the Cause App integrated with Facebook – this is another alternative open to you. The video tutorial will tell you how to do it, which basically means cutting and pasting the button's HTML right into Facebook.

There are some other options open to you besides PayPal, but you should look at the terms and conditions of each of these when you consider which ones to use. Eventually, when your non-profit is big and profitable, you can even go in the direction of a commercial provider that may be able to give you lower rates. But work with PayPal, as they improve the rates as you start to go over certain monthly thresholds, the first of which is \$3,000 per month. The best thing is that there are no monthly rates, and the rate is around 2.9% from the get-go.

One alternative is provided by the Network for Good organization: <http://www1.networkforgood.org/donatenow-lite>. This is the least expensive version called *DonateNow Lite*. This is the group that operates the donations for Causes on Facebook. The plus is that you can easily set up recurring payments (PayPal requires you to use a separate button that's really a marked-up "subscription button"). The downsides have historically been the rates charged: 4.75% on DonateNow Lite (charged to the donor) and 3% when you start paying a healthy monthly fee. The other downside is the \$10 minimum donation requirement which in my opinion would eliminate a good subset of potential donations from the Gen Y age group. But both are good alternatives in the bigger scheme of things.

## Pet Parade

### Video: Los Altos Pet Parade 2010

Video Link: <http://www.youtube.com/watch?v=2z0jaOH8A9U>



### Video 51 - Los Altos Pet Parade 2010

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## Pet Parade

Potential Revenues:	\$\$\$
Revenue Source:	Sponsorships, small entry fees, concession stands, miscellaneous sales
Advertising:	Social media, posters, flyers, direct mail, press releases, website, media ads, all communications
Equipment/Supplies:	Varies with venue, such as your own food and beverage booths to vendors own equipment, judging area, sound system
Partners:	Main thoroughfare businesses, news media, cause supporters
Volunteers Needed:	Organizing the program, sales and marketing, and program implementation

### How It Works:

This is both a fun event, as well as a bit ‘hokey.’ Perhaps the oldest of these events is the Los Altos Kiwanis Pet Parade that started in 1948. These were originally designed to be more of a fun community event for the kids, rather than a fundraiser. Pet owners, kids and adults alike, dress up in matching costumes, create red pull wagon floats, and even parade their pets behind their tricycles.

Sometimes prizes are made up on the day of the event, or preplanned to award “Best of Parade,” “Best Costumes,” “Most Unusual Pet,” “Best Float,” and so on. Local merchants like to sponsor and award prizes like these, but know that the hassle is literally “finding and herding the winners” to receive the prizes. If you’re contemplating awards, you should probably come up with some sort of admission fee that covers the cost of a neck-hung entry number. That allows judges to circulate through the parade, and identify their picks. Perhaps have each judge pick one category winner, along with a second and third alternative in case another judge picks that same contestant for one of their prizes.

*(c) 2010 Joe DiDonato*

As far as controlling the parade's progress, "good luck." But that's part of the fun. Past organizers say "what organization?" when asked how they managed to pull it all off. They likened it to "herding cats."

Admission is usually free, and in most cases, so is the entry into the event. When admissions and entries are free, then the traditional approach is to support the parade with sponsorships from businesses, news media, and community banks – all from the local area. Area businesses along the parade route like the added traffic from a sales perspective, and banks and big businesses like to show their connection to the local community.

### **Ideas to Consider:**

Some logistical issues to consider are where you want the start and finish lines, along with the sequence of contestants. "Smart money" puts horses at the rear of the parade. Having a contestant number hanging around each pet owner's neck provides a way to sequence the parade. Low numbers first, horses, cows, and elephants to the rear.

Consider selling raffle tickets as a way to vote on a "People's Choice Award." Setting up a stand that has pre-numbered, large coffee cups or milk containers (donated, of course) will give a way for supporters to register their votes. They simply deposit their raffle ticket in the contestant cups that they like. Of course, you're hoping that some proud parent buys a hundred or more raffle tickets, and then dumps them all in their son or daughter's numbered cup. At the end, perhaps all the raffle tickets are gathered and a winning ticket is pulled.

Consider operating (with the proper permits of course) some of the food and drink booths. Sell popcorn, kettle corn, soda, water, and even consider some alcohol. Just remember the local area businesses that have contributed to your cause. Have several donation boxes set out in your booth, along with plenty of brochures about your organization.

**Source of Idea:** *The earliest example found by the author is the Los Altos Kiwanis Pet Parade, which started in 1948.*

## Poker Tournament

### Video: Joe Hachem/Shane Warne Charity Poker Tournament – Raises \$25,000

Video Link: <http://www.youtube.com/watch?v=Q5UvLVqucws>



### Video 52 - Joe Hachem/Shane Warne Charity Poker Tournament

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## Poker Tournament

Potential Revenues:	\$\$\$\$
Revenue Source:	Attendance fees, silent and live auctions, raffles
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Event planning at facility or hotel will be a primary supplier, poker table rentals, tables for auction items, audio system
Partners:	Area fraternal organizations (Elks, VFW), hotels, businesses, restaurants, corporations, event brochure printer
Volunteers Needed:	Extensive committee structure to handle all aspects of the event

### How it Works:

Poker is a pretty easy game to learn, but it can take years to master. This is one of those events that can range from brining in professional organizers that put on events for the World Series of Poker or a down-home version where you invite hundreds of friends in the room for a night of fun. In this fundraiser, we'll focus on hosting a charity poker tournament featuring the wildly popular Texas Hold'em game: [http://en.wikipedia.org/wiki/Texas hold%27em](http://en.wikipedia.org/wiki/Texas_hold%27em). Many nonprofit groups and schools have replaced traditional fundraising events with a fun evening of Texas Hold'em because these poker tournaments draw big crowds and produce a substantial profit.

First of all, you are going to need a large meeting space for your event. You'll need to check your local laws and regulations for acceptable locations for these types of charity gambling events. Many of the fraternal organizations such as the Shriners, Moose, Elk, and VFW lodges will already have the necessary permits. Even better, many have

all the supplies you need to conduct your event as well. Should you need to rent supplies, the good news is that nationwide suppliers exist that can rent you all of the equipment you need – *including the dealers!* One of these nationwide companies is [www.Casino-Equipment-Rental.com](http://www.Casino-Equipment-Rental.com), but you can also rent tables and chairs, and sometimes even poker chips, from party furniture rental stores. Some even offer decks of cards and the dealer's shoe. Shop this around to get the best deal for your event.

### **Ideas to Consider:**

Poker tournaments offer dozens of ways to raise funds for your non-profit, including silent auctions, live auctions, raffles, poker tournaments, individual sponsorships, corporate sponsorships, cash bars, gourmet catered dinners, and of course attendance ticket sales. Assuming you can muster up a crowd of 400 players, each paying \$100 to attend, you're starting with \$40,000 in contributions. Add a zero to this equation – 4,000 players (note that some tournaments have 10,000 players) - and you can see how this can be a healthy fundraiser. The way the attendance fee works, is that it's a "buy-in" to play. Usually, the play continues until you're out of poker chips, which puts you out of the game at that table (a good time for a cash bar, silent auction, and raffle sales). Winners play other winners to get to a final winner.

You should probably make it simpler to play. Elimination of players at the tables should yield a first, second, and third prize at each table – all donated by area businesses. Another good idea is to rank players by skill level – novice, intermediate, and expert. This keeps the play fun for everyone. This is also a great way to determine prizes at each table. Choose an expert table, and the prize might be a trip to Las Vegas, while the novice table payout is a spa package at an exotic resort.

Consider custom poker chips that people can take home from the event. Here's a supplier: [www.pokerchips.com](http://www.pokerchips.com).

**Source of Idea:** *These tournaments have been going on for some time, so it's hard to find the first one that donated proceeds to a charity. If you know, let us know at [www.FundraisingAlmanac.com](http://www.FundraisingAlmanac.com).*

## Puppy Cause Bands

### Video: Vedante Pop Bands

*Video Link:*

[http://www.youtube.com/watch?v=EBm\\_ynHXAns&feature=mfu\\_in\\_order&list=UL](http://www.youtube.com/watch?v=EBm_ynHXAns&feature=mfu_in_order&list=UL)



### Video 53 - Puppy Cause-Bands

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## Puppy Cause-Bands

Potential Revenues:	\$\$\$\$
Revenue Source:	Sales of cause bands made for puppies, adult dogs, kittens, cats, and teenagers?!?
Advertising:	Social media, posters, flyers, direct mail, press releases, website, media ads, all communications
Equipment/Supplies:	Supply of specially sized leg or neck bands for puppies, adult dogs, kittens and cats
Partners:	Pet Stores
Volunteers Needed:	Designing the cause-bands, organizing the program, sales and marketing, and program implementation

### How It Works:

This is a new “target market” for the ubiquitous cause wristband. It’s also a population that’s almost as large – if you count all four legs. The original idea was to use a child-sized plastic wristband and make it ‘paw-sized.’ We would then sell these wristbands to puppy and dog owners at pet stores, in pre-packaged quantities of four per bag. The lure of “4 cause-bands per client” was a very strong influencer.

But there were some safety concerns to consider with that original idea, as well as some design challenges. We’ll talk about those issues first, and then suggest a couple of very promising avenues to explore.

Here is a quick discussion of the design problems, as well as some of the safety concerns. First, a child’s wristband is still a bit big for most dogs, and we speculated that they would simply keep falling off. Then there was a concern that the puppies would want to play with the cause-bands more than wear them. And lastly, there was a real concern that the puppy or dog might swallow the band when it was freed from their legs.

All these factors are still valid, but there might be a couple of simpler solutions. First, consider using bands with Velcro fasteners, or even a stretchy knit leg-warmer type design would work as a compromise. Slap Wrap™ bracelets also seem promising. One supplier sold those bands in the \$1 range. All three offer a way to get at this new market.

### **Ideas to Consider:**

If you change direction a little and create a “pet neckband,” then you could eliminate both the safety and the design issues. The neckband could have a buckle or Velcro clasp, as well as a place for the ID tag.

Consider teaming up with a large pet store chain to make this work in a big way. You could split the proceeds or simply convince them that this is a great *cause-related marketing* opportunity. See *Cause-Related Marketing* later in this book.

If your charity is related to animals, you should have a willing partner at the pet store chains. But it’s equally attractive to have the cause neckband reflect a cause for the human species, like cancer. A yellow or pink neckband would quickly identify the cause.

And finally, there’s the teenager market. Even the pet neckband might work. Imagine launching a hot new fashion accessory that would be affordable, and yet help a good cause. Keep the ID clip on the neck piece, and that could become a hanger for other hot cause sellers, such as multiple cause charms. At the very least (tongue in cheek), the clip could be used as a teenager ID tag hanger: “Please return this child to...”

Lastly, consider neck-ware that becomes a runner accessory, where a front door key could be kept. Maybe in this form, it’s a cause sweatband with a zipper key pocket. I’m sure you get the idea.

**Source of Idea:** *The author believes these uses of the ubiquitous wristband to be an original idea.*



## Road Rally

### Video: Road Rally for Monticello Parks

Video Link: <http://www.youtube.com/watch?v=H2X7RUq-jFo>



**Video 54 - Monticello Rotary Club Rally for the Parks**

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## Road Rally

Potential Revenues:	\$\$\$\$
Revenue Source:	Entry and sponsorship fees
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Rally packets with directions, questions that have to be answered and scavenger list
Partners:	Area tour destinations, retailers, restaurants, and individuals
Volunteers Needed:	Committee structure to handle all aspects of the, site hosts, guides and crowd management

### How it Works:

The usual road rally venue is a form of auto racing that takes place on public or private roads, usually with modified or specially built road-legal cars. Competitors drive from point-to-point against a clock. But in this version, you're really setting up a non-racing event, with several stops or destinations along the way. Some typical tour venues include historical sites, churches, scenic attractions, museums, zoos, missions, art galleries, and even shopping malls. All of the participants are given a rally packet with the detailed locations that have to be visited, as well as a list of tour questions, and a list of items that have to be gathered at each stop.

Typical tour lengths are around 50 miles, with a per car entry fee of \$25 to \$100. Each participant is asked to get an additional amount donated, which is usually \$250 to \$1,000 per car. Depending on the sites to be visited on the rally, you may want to limit the number of cars in the event, but generally, 50 to 75 vehicles are typical.

As this is a day-long event, you'll want to include several "pit stops" along the way, which can be at simple diners, or at more elaborate

settings such as an elegant dining venue at a hilltop restaurant or in a museum or aquarium. The amount of time you will allow depends on what you ask the people to do at each site, the number of destinations, and the length of time allowed for each site along the way.

A checklist of rules and items to bring might include: Bottled water, snacks, clip board, pens, containers, and a full tank of gas. These events are usually family friendly, and as a result, include a list of rules for safety reasons. Typical participation rules are that drivers have to be at least 18 years old, possess a valid driver's license, show a registration for the vehicle, as well as proof of vehicle insurance. Using alcoholic beverages, bringing pets and reckless driving are usually not allowed for safety reasons or to accommodate rules or restrictions at one or more of your destinations.

### **Ideas to Consider:**

A way to involve sponsors from the business community might be to offer that "magnetic signs" can be attached to cars in the rally – a moving billboard. In that way, your rally takes advantage of corporate sponsorships that mimic the sponsorship signage that is usually permanently painted on racing vehicles.

Perhaps the list of scavenger items that have to be gathered at each destination are really your own organization's logo items, such as a shirt, a wristband, a hat, a coffee cup and so on. In that manner, everyone gets something to remember you by, and you don't have to concern yourself with more difficult scavenger lists that take time and may even detract from your event.

If you plan a dinner in the evening, you might want to consider having it a separate event that's open to the participants, friends and the general public. That expanded venue provides an opportunity to sell raffle tickets, as well as conduct *Silent* and *Live Auctions*.

**Source of Idea:** *The first racing road rally was the Paris-Bordeaux-Paris Rally of June 1895. It's unknown where the first road rally for a charity occurred. [www.ScenicRoadRallies.com](http://www.ScenicRoadRallies.com) is a private company that offers to put road rallies together for organizations.*

## Relay Fundraisers

### Video: Space Hopper Relay Race Stewarton 70s80s Fundraiser

Video Link: <http://www.youtube.com/watch?v=unQXQFgX1Is>



**Video 55 - Space Hopper Relay Race**

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## Relay Fundraisers

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Donations or pledges for running/walking laps, raffles, auctions, concession sales
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Signage, tents/stands for food and drinks for the runners/walkers, audio system, restroom facilities, banquet hall
Partners:	Area retailers, restaurants, and individuals
Volunteers Needed:	Committee structure to handle all aspects of the event (see write-up detail), hosts, guides and crowd management

### How it Works:

This fundraiser is modeled after the *Relay for Life*, which is the main cancer fundraising event of the American Cancer Society. *Relay for Life* events are held in local communities, universities, military bases, and even on the internet. Although the main objective of the *Relay for Life* is to raise money for cancer research and cancer patients, the event also helps spread cancer awareness, celebrate the lives of survivors, remember those who lost their lives to cancer, and unite a community in the fight against cancer. Dr. Gordon Klatt created the event in 1985.

Your relay will be modeled after this event, but named differently. Teams of 8-15 pay a \$100-\$1500 registration fee to compete in an 8-hour relay, where participants either walk or run. The teams also gather pledges, which also go to your group. Typical relay venues can last 24 hours, and include overnight accommodations. Many relays include a dinner the night before the event, and some include a candlelight vigil

as a remembrance for the beneficiaries of your group's mission and work. On the day of the event, relays typically start off with a ceremonial lap to honor your group's work, followed by an opening lap where all of the teams carry banners around the track. At the end, a closing ceremony is conducted, which usually includes a final lap around the track by all participants. Awards are then given to teams for various achievements, such as most laps walked and most money raised.

Many committees are required to make this event a success. Some of the typical functions include: an "outreach group" to solicit participation by your cause's beneficiaries, logistics, recruitment, public relations, refreshments and concessions, sponsorships, fundraising, activities and an overall chair person.

### **Ideas to Consider:**

It will be extremely important to differentiate your event from similar relays, including the *Relay for Life*. This is usually done with the event name you choose, as well as the actual running of the event. If your cause is about animal rescue, then you might want to include the animals in the actual relay, as well as come up with a unique name like *Pet Adoption Relay*.

These fundraisers can also be about saving a school's music program after a budget cut. It could be named the *Rockin' Relay*, and incorporate music throughout the event – from the opening ceremonies to center field performances. Perhaps various school clubs and sports teams can be recruited for the relay teams, and in that manner, the event helps to bring the school together.

If you have the dinner event, you should try to include the *Live Auction* and *Silent Auction* venues discussed elsewhere in this book. These are very big fundraisers when supporting crowds gathered, as are *Fifty-Fifty Raffles*. Food and drink concessions should also be available if you plan on having spectators at your event.

**Source of Idea:** As described in the write-up, with much credit to the American Cancer Society and Dr. Gordon Klatt, who walked for 24-hours in the original event at the University of Puget Sound in Tacoma, WA.

## Restaurant Dinner Tour

### Magazine: Supper Club Restaurant Dinner Tour

Video Link: <http://view.vcab.com/?vcabid=enaSrllcShecnh>



**The Restaurants**

**Acorn House**

Location: King's Cross  
Address: 40 Swinton Street, WC1X 9BT  
Telephone: 020 761 2 1842  
Email: [bookings@acornhouserestaurant.com](mailto:bookings@acornhouserestaurant.com)  
Website: [www.acornhouserestaurant.com](http://www.acornhouserestaurant.com)

Located in the heart of London's King's Cross, the multi-award-winning Acorn House is London's first truly eco-friendly restaurant.

Every aspect of Acorn House, from design through to delivery, is environmentally aware. Not only does the restaurant offer vegetables, meat and fish sourced from sustainable local sources, but it serves purified tap water to minimise plastic and glass usage.

Takeaway packaging is biodegradable and all kitchen waste is recycled or composted.

Cuisine:  
Modern eclectic

Opening Hours:  
Lunch  
Mon-Fri 12.00pm-3.00pm  
Dinner  
Mon-Fri 6.00pm-10.00pm  
Sat 6.00pm-11.00pm  
Nearest tube:  
King's Cross

Supper Club October 20

### Magazine 1 - Supper Club Restaurant Tour

*"The Supper Club, which this year (2010) celebrates its tenth anniversary, is Terrence Higgins Trust's most stylish fundraiser. In just one evening up to 55 chic dinner parties are held simultaneously in the capital's best restaurants and in private homes.*

*After dinner all guests are chauffeured from their dinner venues to a fabulous party at the famous Café de Paris for champagne, cocktails and dancing."* More information at:

<http://www.tht.org.uk/howyoucanhelpus/galaevents/thesupperclub/>

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## Restaurant Dinner Tour

Potential Revenues:	\$\$
Revenue Source:	10%-30% of breakfast, lunch, or dinner sales
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, advertising cards for the 5 x 9 inch "bill presenters" used by restaurants to present the bill for a meal, table tent cards
Equipment/Supplies:	None
Partners:	Area restaurants, tour sponsors such as banks, and wineries
Volunteers Needed:	People to solicit the participating restaurants

### How It Works:

A fun project that can be put together quickly is a Restaurant Dinner Tour. The way this works, is that you contact local area restaurants, and ask if they would support your charity by donating a percentage of their proceeds for the evening for your event.

In turn, they will expect you to drive business to them from your donor lists, press releases, and flyers. You can ask the restaurants to select from a series of donation levels, and if you're a 501(c)(3) organization, they will get a tax credit for the amount they donate.

Generally, you can expect from between 10% to 30% of the evenings proceeds, and that the restaurants will be more inclined to do it during "off-peak" nights, like Sunday through Thursday evenings. Many of the restaurants will even agree to host multiple nights.

The good news is that this is an event that can be put together quickly, as it only means signing an agreement with each of the restaurants. Come up with a simple agreement for each restaurant to sign, and you're ready to start promoting the event.



**Ideas to Consider:**

To help control your costs, you might want to consider finding someone who might sponsor your invitations, and any table items such as a tent card. A company with a vested interest in the participating restaurants' success might be a wine distributor, who will trade their logo on the invite for sponsoring a mailing or invitation or will pay for the tent cards. The restaurants are also interested parties, so they might be willing to do some co-marketing with you.

A good way to ensure year-after-year participation is to do a good job of publicizing the dinner tour. You might also want to consider creating a contest. Perhaps having a competition for the best appetizers, desserts, wines, and wait staff may give you a way to provide some publicity after your event. Consider a nice plaque that hangs in the restaurant from your group, as that will add a nice finishing touch, and free advertising for next year's event. If a restaurant wins "Best Wines" this year, you can bet they'll be there next year. In fact, they may even agree to move it to a busier night.

Another idea is to come up with a narrow card (sometimes called a rack card) that can be inserted into the restaurant's bill presenter before the event. A bill presenter is the folding restaurant holder used to deliver the dinner bill to your table. This way, they actually help to get their own patrons interested in coming out to support you.

**Source of Idea:** *This idea was first suggested to the author and the Board of Directors of The Orphan Foundation by board member and professional fundraiser, Vanessa Berlinsky-Kovacs, of Thousand Oaks, CA.*

## Rubber Duck Regatta

### The Great Pawcatuck Rubber Duck Race

Video Link:

[http://www.youtube.com/watch?v=q2I1eM\\_4j80&feature=player\\_embedded](http://www.youtube.com/watch?v=q2I1eM_4j80&feature=player_embedded)



**Video 56 - The Great Pawcatuck Rubber Duck Regatta**

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## Rubber Duck Regatta

Potential Revenues:	\$\$\$\$
Revenue Source:	Purchase of a rubber duck entry
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, your internet site, all communications
Equipment/Supplies:	Rubber or plastic ducks
Partners:	Area businesses, restaurants, banks, and support clubs like Kiwanis
Volunteers Needed:	People to sell ducks, organizers of the event, duck herders, people to sell sponsorships, website help

### How It Works:

This is a fun race to watch, as well as a terrific fundraiser. You'll need a quantity of rubber ducks, and a moving body of water. Rubber ducks can be purchased at places like [www.OrientalTrading.com](http://www.OrientalTrading.com) for around \$.50/each. As this event has been around for a while, you can actually purchase "cause rubber ducks" that come in shades of pink with cause ribbons on their chests. A company that will do the whole thing for you is [www.game-fundraising.com](http://www.game-fundraising.com).

Decide how many ducks you think you can sell, and price them at \$5 or \$10 each. However, you're not actually going to sell the ducks - just a number associated with a duck. Each duck is marked with a different number, using a permanent marker. Keep track of the purchasers and the number of the duck they 'buy.' Make sure that you get everyone's name, address, email, and telephone number so that you can contact the winners, as well as sell to all of this year's purchasers in your second year. All of the ducks remain in your possession for the big race.

Pick a starting location. The day of the big race, all of the ducks are dropped - simultaneously - into the water. You may need to find a low

bridge over the body of water, or use the back of a large boat. Use big containers or garbage bags for the simultaneous water drop.

Use volunteers in kayaks, boats, or canoes to free “trapped ducks,” as well as to call out the ducks in the lead. If you can equip these “duck herders” with a cell phone, they can call in ducks in the lead to an on-shore announcer who can narrate the event.

The finish line will be one of your challenges, as that’s where the winning duck has to be determined. Groups have used a variety of ways to do this, but constructing a ‘funneled’ finish line seems to work best. One way is to use long tubular swimming pool floats, called ‘noodles,’ and connect them together with ropes. Drive four stakes into the stream to provide a way of attaching the ‘noodles’ in a ‘V’ configuration. Create a small opening at the base of the ‘V’ where only one duck can slip through at a time. Make sure you have several “duck herders” to determine the winners and to collect the ducks for next year.

Decide on prizes and amounts that will entice participation. Some of the races that have been around for a while offer prizes totaling \$10,000. That takes a lot of entries. On August 31, 2008, the *Great British Duck Race* was held near Hampton Court Palace, London. An estimated 250,000 blue plastic ducks were used. The largest race in the United States benefits the Freestore Foodbank in Cincinnati, Ohio. Over 100,000 ducks are raced to raise money for the organization.

### **Ideas to Consider:**

Check with your State Attorney General’s office about rules and laws regarding a charity race of this sort. Selling the ducks over the internet may be allowed. If that’s the case, the internet will greatly increase your sales. Use all of the social media networks to get the word out: Twitter, Facebook, and the 100 or so other social networking sites.

Combine this race with a festival and barbeque, and you’ll create even more ways to raise money. Sell food, drinks, and even commemorative tee-shirts. Sell banner space to sponsors, booths, and so on.

**Source of Idea:** *Unknown. Australia ran a race in January of 1988.*

## Selling Donated Books Online

### Video: How to Buy & Sell Books Online – Intro

Video Link: <http://www.youtube.com/watch?v=FvG-F2HBnXo>



**Video 57 - How to Buy & Sell Books Online – Intro**

*More in this series by Expert Village:*

Guide to Rating: <http://www.youtube.com/watch?v=RkmAZqmvz40>

Copyright Dates: <http://www.youtube.com/watch?v=1uyHbCnOJfQ>

Repairing Books: <http://www.youtube.com/watch?v=DJxuX5GSAMg>

Repairing Books II: <http://www.youtube.com/watch?v=2tQcC321s8s>

Common Mistakes: <http://www.youtube.com/watch?v=pqc6KbCgMBI>

Pricing: [http://www.youtube.com/watch?v=8I-R\\_qHrRHk](http://www.youtube.com/watch?v=8I-R_qHrRHk)

Finding Value: <http://www.youtube.com/watch?v=bb-03wyVYIk>

Organizing: <http://www.youtube.com/watch?v=qQ1Kn0-n9uI>

Packing Tips: [http://www.youtube.com/watch?v=wQNI9kBE\\_6U](http://www.youtube.com/watch?v=wQNI9kBE_6U)

Mylar Dustcovers: <http://www.youtube.com/watch?v=NT33uC1hrfk>

How to Buy: <http://www.youtube.com/watch?v=PTP1CA2KKZo>

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## Selling Donated Books Online

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of donated books and related items
Advertising:	Social media, posters, flyers, direct mail, press releases, media ads, website, all communications
Equipment/Supplies:	Storage racks, inventory control system
Partners:	<a href="http://www.Amazon.com">www.Amazon.com</a> ; <a href="http://www.Half.com">www.Half.com</a> ; <a href="http://www.MissionFish.com">www.MissionFish.com</a> (see info in this book)
Volunteers Needed:	People to sort, shelve and help sell the books

### How It Works:

There are many entrepreneurs who are busy selling used books and textbooks online. They are sold in places like [www.Amazon.com](http://www.Amazon.com), eBay's [www.Half.com](http://www.Half.com), [www.Biblio.com](http://www.Biblio.com), [www.Alibris.com](http://www.Alibris.com), and [www.AbeBooks.com](http://www.AbeBooks.com). Some entrepreneurs earn a mid-to-high 5 figure income, or more, each year running these businesses from their homes. Some others tout multi-year sales that have cumulated to well over a million dollars.

Imagine the enormous advantage you have over these entrepreneurs when the books you're selling are donated. All of the downside risk is pretty much gone. And while your competitors are spending countless hours scavenging through [www.BookSaleFinder.com](http://www.BookSaleFinder.com), library sales, thrift shops, estate sales, used bookstores, remainder distributors, Treasury and Post Office auctions, book fairs, bargain tables, classified ads, garage sales, and everywhere else used books can be found, you get them brought to you by the armful. And people feel good about doing it. Beyond the obvious tax-deduction, people are eager to help you raise funds that allow you to accomplish your organization's mission.

So now the remaining work begins. With all of the scavenging for books essentially gone, selling your books online remains pretty much a matter of grading and pricing the books that have been donated to you; performing prompt shipments; organizing inventory; establishing shipping costs; and tracking the filled orders.

You will also want to establish the requisite state and local reseller accounts so that you can collect sales taxes. Create record systems, and even consider professional inventory control systems once this fundraising idea takes hold.

### **Ideas to Consider:**

Although you already have a strong advantage selling donated used books online, you might want to consider combining this fundraising vehicle with the “Dollar Bookstore” mentioned elsewhere in this book. The two venues combined can potentially produce the same revenue streams that billion dollar organizations like Goodwill and the Salvation Army have enjoyed from their thrift store operations. The only limit is what you set for your organization.

You might even find that your expertise in selling online, leads you to other opportunities. Your competitive advantage is your use of MissionFish (for free) to sell your books, and the fact that you are selling books that you never had to pay for in the first place. Can life be any better than that?

Set a one, three and five year goal for your operation, and start moving forward. Who knows, maybe your team will be the one with 2,000 dollar bookstores, supported by a strong online business.

**Source of Idea:** *This idea is an adaption of the online used book selling business built by [www.Amazon.com](http://www.Amazon.com) and others in this industry.*

## Selling Logo Items

### Video: How to Create a Zazzle Product

Video Link: <http://www.youtube.com/watch?v=1Gk8lyJ5qKc>



### Video 58 - How to Create a Zazzle Logo Product

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## Selling Logo Items

Potential Revenues:	\$\$
Revenue Source:	Sale of items with charity or school's logo
Advertising:	Social media, existing communications, special campaigns
Equipment/Supplies:	Small supplies for samples; large supplies of items when used for an event
Partners:	Local print shops, embroiderers, screen printers, <a href="http://www.Zazzle.com">www.Zazzle.com</a> , <a href="http://www.CorporateCasuals.com">www.CorporateCasuals.com</a> , local retailers and banks
Volunteers Needed:	Designer, website developer or someone familiar with inserting widget code in website

### How It Works:

This is one of the standard revenue generation methods used by many organizations, whether non-profit or for-profit. Basically, this involves selling a wide variety of goods with your organization's logo embroidered, screen printed, or otherwise applied to common-use items: T-shirts, baseball caps, key chains, mouse pads, coffee mugs, key chains, bumper stickers, and similar items. These items can be sold in a physical environment, or virtually, on the internet. While a physical store can be costly and complicated to start, the price of selling these items on the internet can be next to nothing.

Getting started: If you don't have a local supplier for these items, here are two companies that will give you your initial logo items: Zazzle and Corporate Casuals. Both will let you upload your logos and pictures to their websites - [www.Zazzle.com](http://www.Zazzle.com) and [www.CorporateCasuals.com](http://www.CorporateCasuals.com) - and both will let you use those logos and pictures to create a variety of custom items. When an order is received, both companies create the item you pre-designed, process the order, and then ship it to your

customer. You may not make as much money per item as you would when you make a bulk purchase of coffee mugs or sweatshirts, but you will make between 10% and 17% on everything you sell – without any downside risk of unsold inventory. This is also a good way to test your designs. You can buy your more successful items in bulk, and then begin selling them locally at your organization's events or company store.

### **Ideas to Consider:**

You might want to consider running this fundraiser as a door-to-door campaign. If you have a sales person on the volunteer roster, get his or her ideas. Create competing teams, and maybe even consider purchasing some samples for your volunteers to take on a door-to-door campaign.

Other ideas include incorporating a specially designed t-shirt into another event, such as a walk-a-thon, or getting a business to buy a bulk order of mouse pads to hand out to their employees or customers. To make it more enticing for a business, you could redesign your item to co-label it with the business's name and logo. Good business candidates include realtors, banks, and restaurants, especially if you're going to give the pads out at one or all of your events.

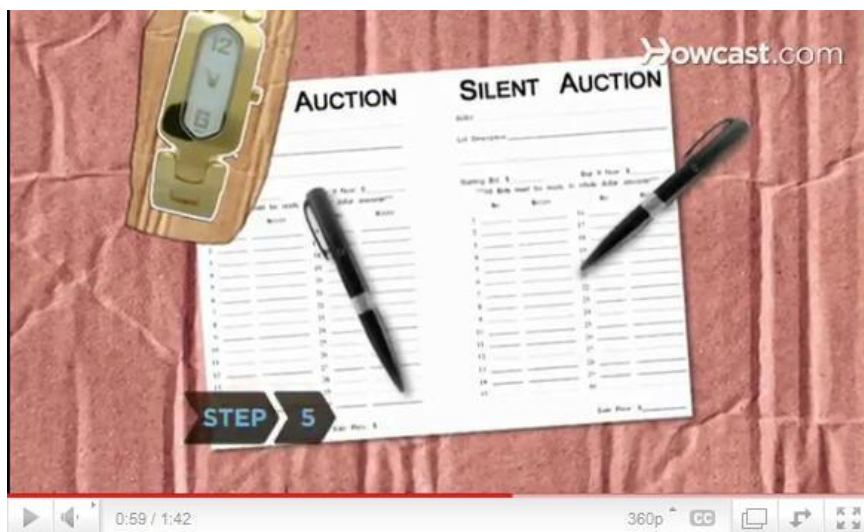
You can find other companies that can make mugs, calendars, and other miscellaneous items by searching for the item with the word 'custom' in front of it: "Custom Cards," "Custom Mugs," etc. Most of these won't be set up to be your store, but you can easily create an online store referring to other sections in this book.

**Source of Idea:** *This idea is made possible by [www.Zazzle.com](http://www.Zazzle.com) and [www.CorporateCausals.com](http://www.CorporateCausals.com), both of which are for-profit organizations.*

## Silent Auctions

### Video: How to Run a Silent Auction

Video Link: <http://www.youtube.com/watch?v=jasvCeJZ3ak>



### Video 59 - How to Run a Silent Auction

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## Silent Auctions

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of donated auction items
Advertising:	Varies, but usually in conjunction with a larger event like a dinner, gala, or ball
Equipment/Supplies:	Tables to display items, silent auction sign-up sheets
Partners:	Every individual and business willing to donate an item
Volunteers Needed:	People to solicit businesses and individuals for the donated items, people to help put out the displays and sign-up sheets, people to tally results and collect the donations

### How It Works:

These are terrific fundraisers that you should use in all of your events. It's the "silent moneymaker" because all of the items are donated free of charge. That means you literally have minimal or no costs.

Just about every business or individual is a potential donor, and here's a list of items that will start you thinking about possibilities: *themed gift baskets, Botox treatments, puppies, donated vacation rentals, golf equipment, tennis equipment, movie and theatre tickets, a firehouse family dinner, bicycles, car washes, skiing equipment, lunch with a celebrity, spa treatments, artwork, free babysitting, karate lessons, a round of golf at an exclusive country club, travel packages, gourmet dinner in your home, a celebrity's article of clothing, an autographed collectable, dinner at a fancy restaurant, a dinner cruise, and whatever else you can think of.* The more unusual and exclusive the items, like the firehouse family dinner or a round of golf at an exclusive country club, the more likely you generate significant bids.

You'll need to create a bid sheet that has the name of each silent auction item at the top, and then two or three columns with lined rows

below. You place the minimum bid amount, if any, on the first row of the sheet. Also include on the sheet, any minimum bid increment, like a \$1 or \$5 increment over the previous bid. The next rows will be filled in as people tour the displayed items and decide on what items they're interested in bidding for. The columns are used to capture the bid amount, the bidder's name, and any control numbers you might want to pre-assign to a bidder for keeping payment information.

### **Ideas to Consider:**

Sometimes a donation comes with "a string attached." This happens when a business or individual hopes to recover some of their costs, or even make a slight profit on the donated item. When that happens, they ask your organization to pay them an amount if the item is sold. The common wisdom is to avoid these 'deals,' as they tend to use up a donor's potential spending budget to cover the cost of the item.

Consider taking your 4 or 5 potentially highest-value items out of the silent auction, and instead use them in a "live auction" during your event (see *Live Auctions*). Items like a really cute puppy, an exotic travel package, a date with a celebrity, or even exclusive items like hard-to-get event passes are candidates. In one event, an organization managed to get a "walk-on extra" acting part in a movie donated.

Some of the other items to consider using in the live auction format are those that can be "doubled up" and sold to multiple high bidders. In one live auction, the auctioneer managed to sell 4 rounds of golf at an exclusive country club, instead of just one, because the member who had donated the free round was in the audience. After the first successful bid, the donor was asked if he would agree to host additional threesomes. In the end four groups split the cost of each of those 4 rounds, and they were sold at \$4,500, \$4,000, \$3,750, and \$3,500, for a whopping \$15,750 - \$11,250 more than the single high bid. But don't rule out the silent auction. Multiple bidders on certain silent auction items can be turned into multiple sales.

**Source of Idea:** *Unknown. The live auction may have its roots in Europe or elsewhere dating back to the start of civilization.*

## Speaker/Performer Series

### Video: Inspiring Speakers of the 20<sup>th</sup> Century

Video Link: [http://www.youtube.com/watch?v=ONhWqg\\_vqQQ](http://www.youtube.com/watch?v=ONhWqg_vqQQ)



### Video 60 - Inspiring Speakers of the 20th Century

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## Speaker/Performer Series

Potential Revenues:	\$\$\$\$
Revenue Source:	Admission Fees
Advertising:	Social media, posters, flyers, direct mail, press releases, website, media ads, all communications
Equipment/Supplies:	Speaker equipment; handouts if appropriate
Partners:	Area businesses, cause supporters
Volunteers Needed:	Organizing the program, sales and marketing, and program implementation

### How It Works:

One of the best ways to raise money is through a well thought-out monthly speaker series, using cause-specific or even internationally famous speakers. One of the best series around is the Distinguished Speaker Series that runs yearly in Southern California. Tickets typically are sold out early in the season. At \$245-\$375 per person for a seven speaker tour, selling out a facility with seating for 1,500 or more people can cause the dollars to add up very quickly.

But it doesn't have to be a venue of that stature. You might be able to avoid speaker fees (\$15,000 to \$30,000 or more for a 2-hour speech) if you come up with your own speakers. If you're a health-related charity, then physicians and even people who have survived a health problem can be quite good if the topics are of general appeal.

If you're a church or spiritual organization, then you can usually choose from a stable of great speakers. Consider combining these events with a social hour or a complete dinner, for even more interaction and fun.

If you're a school sports league, then perhaps professional athletes will be on hand to speak and sign autographs. The professional athletes love that sort of attention and some can be very inspirational. Consider past professional athletes as well.

If you're a performing arts organization, then having the guest troupe of the month can be fun and well attended. If you are a visual arts organization, then consider a dinner and guest artist who paints and explains his or her technique to the audience. These are great fun to watch, especially if the artist has an entertaining 'patter' to go along with their style.

### **Ideas to Consider:**

A great venue is to always consider mixing dinner with the speaking or performing event. What could be better than a nice dinner or lunch, followed by coffee and dessert while listening to an entertaining speaker, or watching a talented performance?

If you have any commemorative articles, logo items, books, and similar paraphernalia, make sure you bring them and set them out on tables. Consider selling raffle tickets – lots of them. If it's an art show, then perhaps the winning raffle ticket holder goes home with the art produced during the event. This has the added benefit of keeping people around until the end of the speech or event.

Although a silent auction might be difficult to do at an event like this, it's also worth considering.

Here's a link to the Distinguished Speakers Series in Southern California:  
<http://www.speakersla.com/>.

**Source of Idea:** *Unknown. Distinguished Speaker Series are run by many organizations around the country.*



## The Non-Event Event

### Non-Event Invitation Sample



### Video 61 - Non-Event Invitation Sample

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## The Non-Event Event

Potential Revenues:	\$\$\$\$
Revenue Source:	Donations
Advertising:	Social media, posters, flyers, direct mail, press releases, website, media ads, all communications
Equipment/Supplies:	Invitations
Partners:	None
Volunteers Needed:	Organizing the program, marketing, and program implementation

### How It Works:

The non-event increases in popularity in a down economy. People are sent invitations to a non-event and are asked to make a donation to the non-profit host of the event for the privilege of “not attending” the event. The beauty of this format is the huge reduction in risk when attendance is uncertain. As with all physical events, the inherent risk involved is the cost of facilities, food, marketing, and all of the other costs mentioned in the introduction of this book. With the non-event, the risk is basically the cost of the invitations and associated mailing.

The benefits to the non-profit organization include:

- The vast majority of the donations directly benefit the non-profit;
- Expenses are either eliminated or significantly reduced;
- There is less planning time required of the staff and volunteers: and
- There is no need for contingency planning around an event that might cancel due to weather conditions.

The benefits to the “attendees” are also noteworthy:

- The non-event affords the opportunity to support a cause, without having to leave home;

- People feel better about their donation knowing that most of it will go to the non-profit's mission;
- The non-event frees up busy social calendars; and
- There's no need to pay for formal or special attire, cosmetics, hair styling, and similar costs associated with attending a physical event.

### **Ideas to Consider:**

Include a self-addressed donation envelope with the invitation, along with an internet-based donation link, such as PayPal, if your organization has one set up.

The secret to a successful non-event is usually in the creativity used. Check with your legal advisor, but maybe you can have some fun by including society shots of famous people who will NOT be attending this year's event, such as political leaders and sport celebrities.

Instead of a Gala Black Tie Non-Event, maybe it's a Cross Country Marathon Non-Event. You can include a runner's competitor number in the invitation. If you think you have a pretty good mailing list, you might want to consider sending out some logo items, which in turn would create a "mental obligation" to donate at least enough money to cover the item(s) they received.

You might also want to include a non-raffle in the non-event. Perhaps it's an amazing prize like a luxury yacht, fully-staffed, with a million dollars in spending money. Or maybe it's a 60,000 square foot mansion on a cliff overlooking a beautiful view. Of course, you could always include a real raffle, as well as request a "sealed-bid" offer on a silent auction item. Announcing a winner after the fact gives you yet one more mailing opportunity to ask for a donation.

**Source of Idea:** *Unknown. The idea is rumored to have been sparked by notable non-events such as the 1973 sighting of the Comet Kohoutek, or the 1986 live spectacle where Geraldo Rivera opened Al Capone's vault.*

## Walkathons

### Video: Walkathons – MS Challenge Walk Cape Cod

*Video Link:*

<http://www.youtube.com/watch?v=m8fJHhj6qH0&feature=related>



### Video 62 - MS Challenge Walk Cape Cod

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## Walkathons

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Donations or pledges for walking a predetermined distance or course
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Signage, tents/stands for food and drinks for the walkers, audio system, busing if not a circular walk, porta-potties
Partners:	Area retailers, restaurants, and individuals
Volunteers Needed:	Committee structure to handle all aspects of the event, hosts, guides and crowd management

### How It Works:

A Walkathon is a walking marathon, hence the genesis of the name. This is a sponsored walk where participants raise money by collecting donations or pledges for walking a predetermined distance or course. Many Walkathons also have a participant fee which helps cover the cost of commemorative tee-shirts and other gifts. The Walkathon is similar in format to other physical activity based fundraising events, such as marathons and cycling races, but is usually non-competitive and of significantly lower intensity. This low intensity model is ideal for getting broad community participation. As this event can attract participants from a wide range of ages and economic backgrounds, it is perhaps one of the most common fundraising events in use today.

Walkathons are usually associated with issues that affect large sections of the population, such as fighting or curing pervasive diseases or ailments such as cancer, diabetes, lupus, multiple sclerosis, AIDS, and arthritis. As a result, participation in a Walkathon is often promoted as a symbol of personal empowerment and awareness, as well as a way of

showing support for those afflicted with these maladies. But Walkathons are also popular with younger children. See *Walkathons* in the *Fundraisers for Children & Young Adults* section for more ideas.

To put on a successful Walkathon, you will first need to find a safe course for the 3-10 mile walk (remember, attendance goes down as the mileage goes up). Local parks, trails, and recreation areas are often chosen if the terrain is fairly low intensity. The length will depend on the number of participants, and your best guess at the maximum distance people will be willing to walk. Create a start and finish line, use trail markers, take pictures, and arrange for several “refueling spots” along the walk where people can get water, a snack and even use a restroom. Check with local authorities on special permits that might be required, as well as any other restrictions.

### **Ideas to Consider:**

High cost items usually include: shuttle buses, portable bathrooms, entertainment, stages, refreshments, commemorative tee-shirts, celebrity appearances, and food buffets. If these are part of your plans, arrange for sponsorships from local corporations or aligned associations to help you with the cost. These all add positively to the event.

If you do have a celebrity appearance, ask if he or she would agree to sign autographs. Have a supply of permanent markers on hand to help facilitate that activity, as the commemorative shirt is usually used.

Local entertainment groups love to show their abilities at events like these, so use that knowledge to help keep the prices low (or free). You might even want to have some magicians or clowns mingling through the crowds to help with the festive nature of the event, as well as a grassy area for everyone to sit after the long walk.

**Source of Idea:** *The first known walkathon was held in San Juan, Puerto Rico in 1953 by the most famous and influential actor/comedian in the history of Puerto Rico, Ramón Rivero. He walked 80 miles to raise money for the Puerto Rican League Against Cancer. In that Walkathon, he raised the equivalent of \$85,000 in 4 days. The first walkathon in the US was in 1968 by the American Freedom from Hunger Foundation.*

## Wine Tastings

### Video: Detroit Uncorked – Wine Tasting for Charity

Video Link: <http://www.youtube.com/watch?v=UTx764YILeU>



#### Video 63 - Wine Tasting: Detroit Uncorked

[Link to Table of Contents](#)

## Wine Tastings

Potential Revenues:	\$\$\$
Revenue Source:	Attendance fee, raffles, silent and live auctions
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Event planning at facility chosen will be the primary supplier, tables, decorations, tasting booths
Partners:	Wineries, wine stores, businesses, restaurants, corporations
Volunteers Needed:	Committee structure to handle all aspects of the event, hosts and crowd management

### How It Works:

This is a very popular event that is used to attract affluent audiences, as well as one we've all come to love. The usual venue is on a Friday night from around 5:00 PM to 9:00 PM, with the tastings occurring between 5:00 PM and 8:00 PM. This is usually done to contain the amount of time that the wine will be consumed, as well as to give everyone a chance to make it through the recommended 4-6 wineries that are usually on-hand to pass out samples. If you live in an area without a winery, you can try to use wine stores or wine distributors as your hosts.

The typical attendance fee is usually from \$25 - \$45 at the door, with a discount for early ticket purchases and for any sort of membership that may be associated with your cause. Probably a \$25 charge would seem like an appropriate fee to most people. That price includes all of the wine tastings, which you can usually get wineries to partially or totally cover as a donation. In turn, the wineries usually come prepared with marketing materials, a special package offering, a gift card, or sometimes a club membership.



Choosing a place for the venue can be as simple as your own facility, if it's big enough. Or, it could be a place like was suggested in the *Micro-Brewery Tastings* fundraiser, such as a museum or aquarium after hours.

### **Ideas to Consider:**

Wine tastings have been very successfully used by many charities in conjunction with a secondary venue. One very nice setting was throughout a hotel property that was conveniently located near the ocean in Southern California. The event was combined with a *Taste-of-the-Town* venue, and over 40 local restaurants set up booths along with the wineries. The event cost \$60 to attend, but everyone thought it was a bargain because of the amount of food and wine.

Another alternative is to conduct the event on one of the winery's property. This saves you a lot of set-up work, and usually has a wonderful setting for the event. The drawback is usually distance from your location, if you are drawing from local supporters. More than 15-20 miles will cause attendance to dwindle significantly.

You should definitely consider using raffles, silent and live auctions, and any other fundraisers that you can run in conjunction. This is a wonderful event, where everyone will be a good mood. Maximize the opportunity.

As this event involves liquor, you'll want to check whatever special permits or licenses you'll need. The wineries' permits may or may not cover this event, and if you've included the food, make sure that they have the proper food handling permits as well.

**Source of Idea:** *Wine Tastings as a fundraiser have probably been around since the first winery opened its doors. For purposes of this book, this idea came from the example in the above write-up.*

## Wine Tours

### Video: Wine Tours – Napa Valley

Video Link: <http://www.youtube.com/watch?v=qcDbbfR9jV8>



### Video 64 - Wine Tour of Napa Valley

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## Wine Tours

Potential Revenues:	\$\$
Revenue Source:	Tour fee, raffles
Advertising:	Social media, press releases to local newspapers and TV/radio stations, website, signature, all communications
Equipment/Supplies:	Tour and coach provider
Partners:	Wineries, wine tour businesses,
Volunteers Needed:	Committee structure to handle all aspects of the event, tour hosts and event coordinators

### How It Works:

The wine tour differs from a wine tasting in that the wineries become the center of the event, in lieu of a tasting that might be going on with other activities such as silent and live auctions, or an arts and craft fair. These tour events tend to range from renting a tour bus and driving to wineries in the area on a day trip, to weekend venues and even more exotic trips that require an airline ticket. A good turnout is usually in the 25 to 70 participant range.

There are many businesses that supply both transportation as well as full-blown, managed wine tours. Simply Google “wine tours,” and the area you’re interested in visiting, and you’ll see several options.

Beyond just the tastings at each of the wineries, you can decide to include lunches, dinners, and in the case of multi-day tours, lodging and travel costs. You should plan to visit no more than 4 wineries each day. There’s usually so much to see and enjoy at each winery that trying to pack in more in any single day will make the tour a bit unpleasant as everyone begins to feel rushed.

These are priced according to the venue provided, but are usually in the \$75 per person range for a day trip, to multi-hundreds and even thousands of dollar range for the more exotic trips. And obviously, the

more arrangements you can make on your own, the more profits there will be for your organization. As some wineries have begun charging a fee for the tastings, you should make sure that you charge enough to cover these fees.

Some of the more interesting times for these trips can occur in late summer to early fall, near or around harvest time. In addition to the usually winery tour, you might actually get to take part in a “symbolic grape crush” event – barefooted. Obviously the wine is discarded for health reasons, but it’s an experience of a lifetime to dance around in a huge barrel filled with grapes. And from a “talked about experience,” it’s free advertising and pictures for your next wine tour.

### **Ideas to Consider:**

Other venues to consider as part of the tour include romantic candlelight dinners nestled in the midst of huge wine casks, as well as asking to take part in some of the harvesting activities.

You should also consider using raffles in conjunction with the tours of various wineries. Each of the wineries would no doubt be more than happy to offer up a prized reserve wine or a wine club membership as part of the deal. The tour is a wonderfully relaxing event, and everyone will be a good mood. Maximize your opportunity.

As a token of each winery visit, you should also consider giving a bottle of wine to each member of the tour. That gift will help for future tours. When entertaining, this year’s participants get to tell their guests about the fun they had on your wine tour, and hopefully suggest that the guests accompany them on next year’s tour.

As this event takes place in a winery, the winery’s liquor and food permits should cover your venue. All you’ll need to do is sit back and enjoy it, along with everyone else.

**Source of Idea:** *Wine Tours as a fundraiser have probably been around since the first winery opened its doors. For purposes of this book, this idea came from the Center for Spiritual Living in Westlake Village, CA. This is an annual one-day event they’ve been conducting for some time.*

## Wishing Wells

### Video: How to Build a Wishing Well

Video Link: [http://www.youtube.com/watch?v=UA9Lq1D\\_6XE](http://www.youtube.com/watch?v=UA9Lq1D_6XE)



### Video 65 - How to Build a Wishing Well

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## Wishing Wells

Potential Revenues:	\$\$\$
Revenue Source:	Donations thrown into the well
Advertising:	None
Equipment/Supplies:	Small wooden wishing well, ordinarily used as a garden decoration
Partners:	Mall, wishing well manufacturer
Volunteers Needed:	Obtaining or building the wishing well, soliciting location in mall or other public place, placement of well, collection of money

### How It Works:

This fundraiser uses a wishing well of the yard decoration variety. The wishing well is then placed in a high traffic location to generate donations from passers-by. It combines a person's desire to make a wish with knowing that their donation will go to support a good cause.

As people pass by, place a sign on or near the well to encourage them to toss a coin into the well and make a wish. The sign should also explain that all donations will be going to support your cause.

If you decide to purchase a wishing well, these are easily found online by Googling "wishing wells." You can also find these in most home and garden stores. Their prices vary considerably, but show around and you should be able to come up with one that is less than \$250. Better yet, why not ask around and see if you can find a carpenter amongst your supporters who will agree to build one for you.

After several wishing well are built or purchased, your next job is to find a place to display it. The best place is in a high-traffic inside mall area, where there are many people shopping. You will want to routinely visit the wishing well to remove the money, or alternatively, find a way to keep the donations protected from theft. Perhaps the well can be

placed near an information center, or you can enlist a nearby retailer to occasionally keep an eye out for theft.

### **Ideas to Consider:**

Although a mall location is great, there are other places to think about when you go to locate your well. Inside a public library or well-traveled public building may be another location to consider. Perhaps, the well can be displayed inside a large home and garden store that also sells them. Sometimes a large buying club like Costco's or Sam's Club will accommodate you for a short period of time, or perhaps even a large store like a Wal-Mart or Target where traffic is also brisk.

Even consider asking some of the supermarkets, fast food chains or coffee shops that don't have their own charities to consider letting you place your wishing well inside their place of business. You never know who will say 'yes.'

Ask around to see if you have supporters or a board member that can make an introduction for you at one of these locations. Leverage one location to get a second location.

Consider talking with manufacturer or distributor of these wishing wells for donating the use of these boxes. Offer to put an acrylic holder on the side of the well for them to display their brochures. And of course, they may simply offer to give you a prior year's model to use for your campaign.

This is a hard fundraiser to estimate how big the revenue potential will be. Obviously, you could take this notion and create a *Cause-Related Marketing* campaign throughout a large chain of stores. That would make this a \$\$\$\$\$ level endeavor. See *Donation Boxes* and the *Cause-Related Marketing* write-ups in this book for more ideas.

**Source of Idea:** *The author believes this to be an original idea that combines the notion of a wishing well with the ubiquitous donation box.*

## Video: Google Grants

Video Link: <http://www.youtube.com/watch?v=qyCyw7rb1aU>



Video 66 - Google Grants

## Wal-Mart Community Grant Form

Video Link: <http://walmartstores.com/communitygiving/238.aspx>



Video 67 - Walmart/Sam's Club Store Grants



## More Ideas to Consider

*The fundraisers shown below are also great events that you can run. As they are more common than the others shown in the first part of the section, they are grouped in this part of the book as additional ideas to consider. As mentioned at the start of this book, these ideas are meant to stimulate you or your fundraising group. If you mix-and-match these ideas to create a fundraiser that is both unique and memorable, you will not only help your cause, but you'll give the rest of us even more ideas.*

**Google Grants (\$\$\$\$):** This is a unique in-kind donation program that awards free AdWords advertising to certain charitable organizations. Typical grants are \$120,000 per year. Google supports organizations sharing their philosophy of community service to help the world in areas such as science and technology, education, global public health, the environment, youth advocacy, and the arts. The Google Grants program helps non-profit organizations achieve their goals by empowering them to promote their websites via free advertising on Google. Google AdWords ads appear when users search on Google and when you click on one of the ads, you are brought to the website being advertised. [www.Google.com/grants](http://www.Google.com/grants) is the gateway to learn more about this program. Click on the “learn more” button and follow the directions to apply for the grant. (See video on preceding page.)

**Wal-Mart Community Grants (\$\$\$):** The Wal-Mart Foundation supports organizations that improve the lives of individuals in their local communities. Typical financial awards are \$250 to \$1,000, but you must fill-out an application in a local Wal-Mart store and indicate that the award will support endeavors in their community. The application is called “Application for Community Grant” and is available from the store’s Facility Manager or Community Involvement Coordinator. As employees are sometimes transient, you can refer them to this specific website and tell them that the form you’re looking for is a one-page document: [www.WalmartStores.com/communitygiving/238.aspx](http://www.WalmartStores.com/communitygiving/238.aspx). (See video on preceding page.)

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# Fundraisers for Children & Young Adults

## **WHEN YOU THOUGHT I WASN'T LOOKING**

By Mary Rita Schilke Korzan

*When you thought I wasn't looking, you displayed my first report, and I wanted to do another.*

*When you thought I wasn't looking, you fed a stray cat, and I thought it was good to be kind to animals.*

*When you thought I wasn't looking, you gave me a sticker, and I knew that little things were special things.*

*When you thought I wasn't looking, you put your arm around me, and I felt loved.*

*When you thought I wasn't looking I saw tears come from your eyes, and I learned that sometimes things hurt--but that it's all right to cry.*

*When you thought I wasn't looking, you smiled, and it made me want to look that pretty too.*

*When you thought I wasn't looking, you cared, and I wanted to be everything I could be.*

*When you thought I wasn't looking--I looked...and wanted to say thanks for all those things you did when you thought I wasn't looking.*

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## Autumn Harvest Fair

### Video: Children's Festival – Los Angeles 2010

Video Link: <http://www.youtube.com/watch?v=BsOYX-TmcDg>



**Video 68 - Children's Festival - Los Angeles 2010**

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## Autumn Harvest Fair

Potential Revenues:	\$\$
Revenue Source:	Attendance fees, and food/drink sales
Advertising:	Flyers
Equipment/Supplies:	Home-made booths, a cash box, and a rubber stamp for attendance
Partners:	School or church facility, an open field, or a big backyard
Volunteers Needed:	Organizing the program, making flyers, and conducting the fair, adult supervision

### How It Works:

This is a fun project for kids to organize, in addition to helping support a school or church cause. Include activities like bobbing for apples, pumpkin carving, an eating contest, games of chance, tugs-of-war, 3-legged races, apple pie judging contest, face painting, guessing the weight and circumference of a pumpkin, guessing the number of kernels on a corn cob, or whatever ideas the children come up with under a responsible adult's supervision. Sell apple cider, apple pie, soda, water, hot dogs, hamburgers, ice cream, cookies, donuts, and bagels. You can usually get these inexpensively from Costco or Wal-Mart.

Ask for a small donation to attend the event. You will also raise money by selling the food and beverages that you've arranged.

### Ideas to Consider:

If you know a local cider house or a maple sugar farm, perhaps you can arrange a demonstration during your fair. Of course, any kind of animal rides, or a grand finale like a hayride would put the event over the top. And lastly, consider a small raffle as part of the fun.

**Source of Idea:** *Unknown - idea adapted by author from other events.*

## Battle of the Schools

### Video: Battle of the Schools Eastlake vs Arcadia \*Finals\*

Video Link: [http://www.youtube.com/watch?v=gkwL-Rv8\\_BY&feature=fvw](http://www.youtube.com/watch?v=gkwL-Rv8_BY&feature=fvw)



### Video 69 - Battle of the Schools Event

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## Battle of the Schools

Potential Revenues:	\$\$\$\$
Revenue Source:	Depends on the fundraisers chosen by each school
Advertising:	Flyers, news articles, social networking sites, posters, street signs, etc.
Equipment/Supplies:	Depends on the fundraisers chosen by each school
Partners:	School, church facility, an open field, recreation center, or a county fairground
Volunteers Needed:	Committees for organizing the various programs, making flyers, and conducting the events, adult supervision

### How It Works:

In this fundraiser you will be challenging a rival school to raise more donations than you. Approach a charity to support, and ask that the results be kept a secret until the end. The charity should then announce the winning school or class at a pep rally or at a joint celebration, where both schools are invited to attend. Ask the charity you're supporting to help you with a press release announcement of the challenge, along with any specifics on how each school is planning to raise the funds. *NOTE: The means of raising the monies can be secret, and can include any of the ideas shown in this book.*

### Ideas to Consider:

As this will take the creative genius of several schools, the events could take on a variety of forms that are not even shown in this book. See if you or the charity can arrange a corporate sponsor for a unique grand prize.

**Source of Idea:** *Unknown - idea adapted by author from other events.*

## Candy Sale

### Video: Candy Sale School Fundraiser

Video Link: <http://www.youtube.com/watch?v=oloAXH4ziE8>



### Video 70 - Clever Candy School Fundraiser

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## Candy Sale

Potential Revenues:	\$\$
Revenue Source:	Sale of candy items
Advertising:	Flyers
Equipment/Supplies:	Display tables, price signs
Partners:	School or church facility, outside a supermarket, drugstore, or other retail outlet
Volunteers Needed:	Organizing the program, making flyers and signs, getting donated candy, adult supervision

### How It Works:

If they don't all get eaten ahead of time, these are great money makers. Tell local supermarkets that you're raising money for your cause and ask them to donate the candy to you, or sell it to you at a discounted price. Check bulk sales at places like Costco or Sam's Club, as well as with Wal-Mart and similar retailers.

Get permission to set up a booth at school during lunch and sell the candy to your classmates and teachers. Alternatively, you can sell the candy at your place of worship after services or during other events like a bingo night. And in many cases, some of the supermarkets and other chain stores will allow you to sell the products by their entrances.

### Ideas to Consider:

Another version of this fundraiser is to make a bundle of candy with several candy pieces inside, with a note card attached. You can then sell the candy bundles and people can write a message on a piece of paper attached to the bundle. If in your school, you can even have the candy bundle delivered to another student during class. Balloons can be used in combination with the candy as well. These are also great events around Valentine's Day, Mother's Day, and various religious holidays.

**Source of Idea:** *Unknown - idea adapted by author from other events.*



## Fashion Show

### Video: School Fashion Show

Video Link: <http://www.youtube.com/watch?v=4cN11tElvhw>



**Video 71 - Ocean View High School Fashion Show**

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## Fashion Show

Potential Revenues:	\$\$\$
Revenue Source:	Attendance fees, food/drink sales, raffles, silent auctions, donations
Advertising:	Flyers
Equipment/Supplies:	Fashions, tables for selling food, a cash box, seating, tickets, and a rubber stamp for attendance
Partners:	School , church or other facility that has a stage
Volunteers Needed:	Organizing the program, fashion models, making flyers, making the event brochure, conducting the show, adult supervision of crowds

### How It Works:

These are great events to run in a school or church auditorium that has a stage. Money is made from attendance fees, the sale of food and beverages baked by parents and students, as well as any donated items. Fashions are loaned by area merchants and boutiques, in exchange for having their names published in an event brochure that's handed out to all of the attendees. Donated food and other items for sale or to be raffled are usually displayed at the entrance to the auditorium.

A boy and girl team is usually chosen to be the host and hostess for the events of the evening. At the end, this team calls up all the "fashion models" for applause, and makes any other announcements.

### Ideas to Consider:

Sometimes a silent auction (see *Silent Auctions*) can be run at the start of this event, and then everyone moves inside to watch the fashion show. Silent auction winners can then be announced between show segments, while the kids are changing into their fashions.

**Source of Idea:** *Unknown. The author was invited to a fashion show that was put on in Newbury Park, CA at a local middle school.*

## Free Car Wash

### Video: Free Community Car Wash

Video Link: <http://www.youtube.com/watch?v=zRKbVAWD4Q8>



*(Author's note: This was truly a free car wash versus a fundraiser. However, consider the ideas of getting sponsors or accepting donations as suggested in the write-up)*

### Video 72 - Free Community Car Wash

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## Free Car Wash

Potential Revenues:	\$\$
Revenue Source:	Sponsorship fees
Advertising:	Flyers, street signs
Equipment/Supplies:	Hoses and car wash materials
Partners:	Parking lot with a water supply
Volunteers Needed:	Organizing the program, making flyers, soliciting sponsors, and conducting the event, adult supervision

### How It Works:

Almost everyone has seen a car wash run by kids. The twist on this one is that each child asks for a “car wash pledge.” A car wash pledge is what a sponsor is willing to contribute for each car the kids wash in the event. If the kids gets 50 sponsors to pay \$1 for each car wash, and then they wash 10 cars, that’s a \$10 contribution from each person, and \$500 in total.

The more kids that participate, the better it will be to raise larger amounts of donations. If a competition is possible against another school’s sporting team, then perhaps it will have some appeal for radio or other media coverage. Maybe the media partner offers a prize to the winning team. Kids should get to keep the tips as a reward for their work. And tips should be high when the car wash is free.

### Ideas to consider:

Corporate sponsors will likely play a role, if asked, especially if any kind of media coverage will occur. But even without the coverage, parents of the participants can ask co-workers to help support their kids with a sponsorship. This is a pretty standard practice around most offices, but you should remember to ask permission to avoid problems.

**Source of Idea:** *Unknown - idea adapted by author from other events.*

## Good Deeds Day

### Video: Good Deeds - HERO

Video Link: <http://www.youtube.com/watch?v=HapviXCydbw>



*(Author's Note: This organization takes the notion of doing good deeds to the next level, and helps all of the kids get involved)*

### Video 73 - Good Deeds - HERO

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## Good Deeds Day

Potential Revenues:	\$\$
Revenue Source:	Tips for good deeds and chores
Advertising:	Flyers, newspapers, street signs
Equipment/Supplies:	Determined by the chores
Partners:	Home owners and possibly some local businesses
Volunteers Needed:	Organizing the program, making flyers, workers, workers, workers

### How It Works:

This fundraiser makes everyone feel good in addition to supporting a good cause. In exchange for donations, classmates or friends perform chores and good deeds around their homes or at a neighbor's house. Put teams of 3 to 5 students together, even if the good deed turns out to be a one-person job like mowing a law with one mower. The team members simply take turns. Other examples are raking leaves, walking dogs, moving boxes, planting gardens, pumping gas, and shoveling snow. You can even offer your group's services at a supermarket and help people bring groceries to their cars.

Sign up students in your school to perform these good deeds, and see if you can get a competition going between home rooms or grades. The team raising the most donations gets their names and photos in the school newsletter as well as in any newspapers that cover the event. And perhaps a local sponsor will put up a prize.

### Ideas to consider:

If this is a school-wide project, send a notice to your local newspaper that the students will be canvassing the neighborhood to perform good deeds and chores in order to raise money for a cause. Even better, advertise a telephone number to call at the school in order to arrange for a team of students to come help people at their homes.

**Source of Idea:** *Unknown - idea adapted by author from other events.*

## Goodie Raffle

### Video: Goodie Raffle – How to Guess How Many Candies are in a Jar – Whew!

Video Link:

<http://www.youtube.com/watch?v=eGVi37wFeZU&feature=related>



**Video 74 - How Many Candies are in the Jar? Whew!**

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## Goodie Raffle

Potential Revenues:	\$\$\$
Revenue Source:	Raffle sales
Advertising:	Flyers and signs if done as a separate event
Equipment/Supplies:	Display table, entry forms, cash box
Partners:	School or church facility, outside a supermarket, drugstore, or other retail outlet
Volunteers Needed:	Organizing the program, making flyers and signs, getting donated candy, adult supervision

### How It Works:

In this fundraiser, you fill a jar with small candies, like donated *M&M's*, mints or *Hershey Kisses*. At a school sporting, school social event, or outside of a supermarket and mall entrances you sell chances to guess the number of candy pieces in the jar. The person coming closest wins the entire jar of goodies. Alternatives to candy are also used in this event, depending on where you choose to set up the raffle sale. As an example, you can use golf balls or tennis balls in front of a sporting goods place or area golf course. Maybe a movie theater would donate the candy to be used for the count, or the prize, such as movie passes. Or maybe you convince an amusement park of a similar attraction just outside their entry – guess the number of goodies in the jar and win a free admission ticket.

### Ideas to Consider:

Try to get the candies or other goodies donated by local retailers, and if you have to pay for them, make sure that you expect to make more from the raffle than the cost of the candy or whatever goodies you decide to put in the jar. Visit places like Costco, Wal-Mart, Target and your local supermarket to get the best deal.

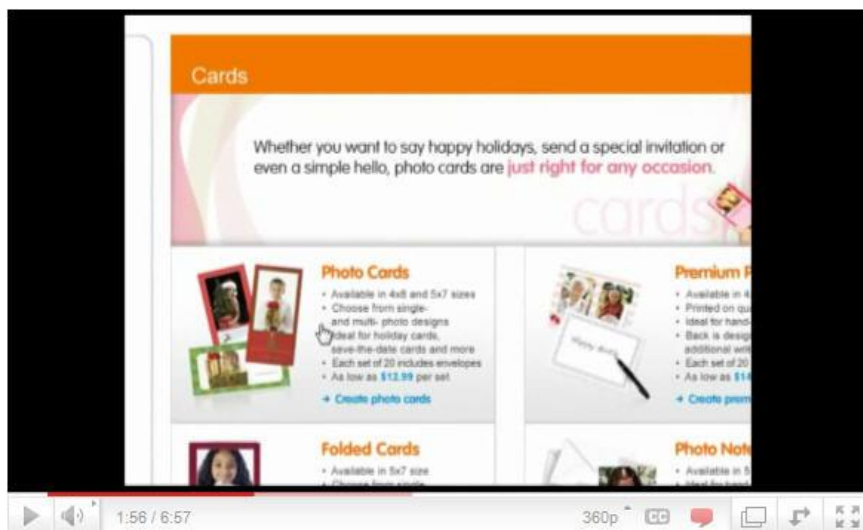
**Source of Idea:** *Unknown - idea adapted by author from other events.*



## Greeting Cards

### Video: How to Create and Print Online Greeting Cards

Video Link: <http://www.youtube.com/watch?v=6nqT1lGuAD4>



### Video 75 - How to Create and Print Online Greeting Cards

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## Greeting Cards

Potential Revenues:	\$\$
Revenue Source:	Sales of greeting cards
Advertising:	Flyers, door-to-door and in-person sales at malls
Equipment/Supplies:	Greeting cards – custom or stock
Partners:	Area retailers, <a href="http://www.Snapfish.com">www.Snapfish.com</a> , Walgreens, CVS, local printers
Volunteers Needed:	Organizing the program, card design, making flyers, going door to door to sell the cards, adult supervision of crowds

### How It Works:

Are you good at art or design? Can you take great photos? In this fundraiser you design your own greeting cards and sell them through local retailers, at entrances to malls, or through a door-to-door campaign. While greeting card production used to be something reserved for graphic illustrators and professional photographers, equipment and services put this project in easy reach of everyone.

Cameras come in most mobile phones these days, and a pretty good digital camera can be purchased for under \$30. As you're not blowing these photos up that big, you don't need more than a 2 megapixel camera for the job. All you need to go with the picture is either a short quote or simply "Happy Holidays," or "Happy Birthday." Getting greeting cards printed is also easy. Shop around for the best price and check out local printers as well. [www.Snapfish.com](http://www.Snapfish.com) is pretty reasonable as a starting point, but this type of service is even available in many local drugstores and retailers like Wal-Mart.

### Ideas to consider:

If you come up with enough pictures for a calendar, they can also be part of your project. Calendars sell very well around the holidays.

**Source of Idea:** Unknown - idea adapted by author from other events.

## Haunted Schoolhouse

### Video: Akron Haunted Schoolhouse

Video Link:

[http://www.youtube.com/watch?v=1EDP\\_k0b948&feature=player\\_embedded](http://www.youtube.com/watch?v=1EDP_k0b948&feature=player_embedded)



### Video 76 - Akron Haunted Schoolhouse

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## Haunted Schoolhouse

Potential Revenues:	\$\$\$
Revenue Source:	Attendance fees, food/drink sales, donations
Advertising:	Flyers, media articles, posters, school newsletters
Equipment/Supplies:	Home-made attractions, a cash box, and a rubber stamp for attendance
Partners:	School , church, and community recreation centers
Volunteers Needed:	Organizing the program, making flyers, and conducting the fair, adult supervision

### How It Works:

Scary places to visit are a lot of fun around Halloween, and these fundraisers are not just for kids as you can see in *Haunted House & Village*, earlier in this book. More recently, cities and towns have started to ban “trick-or-treating,” so many churches and schools are coming up with this popular alternative. This fundraiser turns the entire school into a haunted schoolhouse, and each classroom competes for the scariest room. Kids volunteer to become monsters and goblins, lights are darkened, and computer projections abound, complete with sound effects. This is a great project to get everyone in the school excited and involved, raises needed donations, and provides an alternative to the trick-or-treating. Charge admission to the school and use the money to provide necessary funds for a school program.

### Ideas to Consider:

Use your cafeteria as a place for the young children to gather for pumpkin carving and painting contests, games, and other activities.

**Source of Idea:** *The earliest reference to a Halloween party was in a painting by Irish artist Daniel Maclise in 1833.*

## Holiday Egg Hunt

### Video: Holiday Egg Hunt – Children’s Miracle Network

Click <http://www.youtube.com/watch?v=SELKJPb2IV4> or on picture



### Video 77 - Holiday Egg Hunt - Children's Miracle Network

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## Holiday Egg Hunt

Potential Revenues:	\$\$
Revenue Source:	Sponsorship fees
Advertising:	Flyers
Equipment/Supplies:	Hard boiled eggs and baskets
Partners:	School or church facility, an open field, or a big backyard
Volunteers Needed:	Organizing the program, making flyers, and conducting the event, adult supervision

### How It Works:

Who hasn't participated in a holiday egg hunt? This is great fun to organize as well as a lot of fun for the kids. The twist on this one is that each child asks for an "egg pledge." An egg pledge is what a sponsor is willing to contribute for each egg discovered and collected by that child. If the child gets 20 sponsors to pay \$1 for each egg, and then finds 10 eggs, that's a \$10 contribution from each person, and \$200 in total.

If you can get an entire classroom to participate, this event can turn into a significant fundraiser. Put the classrooms into competition with each other, and even more donations can be collected. Just make sure that you have the same ages competing against one another.

### Ideas to Consider:

Don't forget corporate sponsors. Businesses and employees love to participate in community events. You might also ask a company to participate in other ways. Perhaps one of the sponsors is a restaurant or ice cream shop who will set up a booth at the event.

Perhaps this event is the culmination of another related event, like kids hand painting the eggs. Make sure you take adequate precautions with refrigeration if the eggs will be eaten. Or please use plastic eggs.

**Source of Idea:** *Unknown - idea adapted by author from other events.*

## Ice Cream Social

### Video: Ice Cream Social for a Good Cause

Video Link: <http://www.youtube.com/watch?v=Z9f6uU-phIM>



### Video 78 - Ice Cream for a Good Cause

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## Ice Cream Social

Potential Revenues:	\$\$
Revenue Source:	Attendance fees, and food/drink sales
Advertising:	Flyers
Equipment/Supplies:	None
Partners:	School or church facility, an open field, or a big backyard
Volunteers Needed:	Organizing the program, making flyers, and conducting the event, adult supervision

### How It Works:

Throwing an ice-cream social party at a school, church, at home, or at a local ice cream parlor, is a fun way to cool off during the summer. Donation dollars are raised by charging an attendance fee to the event.

Everyone that attends gets to create their own custom ice-cream sundae. Prizes can be awarded for the best looking sundae, or even the best tasting, if you can get the person to share!

### Ideas to Consider:

Many ice cream parlor owners have special programs to help raise money this way. Many even donate the ice cream free of charge during the event.

One Ben & Jerry's owner in Thousand Oaks, CA was very enthusiastic, and even offered to help produce the flyers. Most of these franchise owners know that they can increase their business, by helping out in these community programs. In other cases, a standard reply of "It's not allowed by our company" was given. It might help to bring the statistical information shown on the first page of the *Cause-Related Marketing* section of this book.

**Source of Idea:** *Unknown - suggested to author by Ben & Jerry's owner.*



## It's Raining Cats and Dogs

### Video: It's Raining Cats and Dogs

Video Link: <http://www.youtube.com/watch?v=JxW1-Leko4>



**Video 79 - It's Raining Cats and Dogs**

### Cat & Dog+ Bean Bags

Click: [www.OrientalTrading.com](http://www.OrientalTrading.com)



**Video 80 - It's Raining Cats and Dogs**

[Link to Table of Contents](#)

## It's Raining Cats and Dogs

Potential Revenues:	\$\$\$
Revenue Source:	Chances to get mini cat and dog bean bags into buckets
Advertising:	Flyers, part of another event
Equipment/Supplies:	Animal bean bags, buckets
Partners:	A mall, school, or church facility with a second floor balcony, <a href="http://www.OrientalTrading.com">www.OrientalTrading.com</a> or equivalent
Volunteers Needed:	Organizing the program, making flyers, and conducting the event, adult supervision

### How It Works:

"It's raining cats and dogs" is an old saying that conjures up a strange image of animals falling from the sky above. In this event, animal bean bags are gently tossed from a mall balcony into plastic buckets with cushions underneath, on the first floor. Make sure you have several soft mats to cushion the fall of the animals, both under the buckets and inside the buckets, to avoid damage to the animals.

Sell "toss chances" for \$1 each, or 5 for \$3. A person on the top floor sells the animals to be dropped or tossed into the buckets. Someone on the bottom floor gathers the tossed animals that miss, and a 'runner' takes them back to the top floor. When a bean bag animal goes in a plastic bucket, the person wins their choice of a commemorative bean bag animal.

### Ideas to Consider:

At the end of the event, sell the remaining bean bag animals for \$3 each, or a 200% mark-up on what you paid. Make signs to attract even more attention.

**Source of Idea:** Unknown - idea adapted by author from other events.

## Leap of Faith

### Video: How to Play Leapfrog

Video Link: <http://www.youtube.com/watch?v=Hj0JBiknaPg>



### Video 81 - How to Play Leapfrog

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## Leap of Faith

Potential Revenues:	\$\$
Revenue Source:	Registration/sponsorship fees
Advertising:	Flyers, posters, part of larger event
Equipment/Supplies:	Start/Finish line signs
Partners:	School or church facility, an open field, or a big backyard
Volunteers Needed:	Organizing the program, making flyers, and conducting the event, adult supervision

### How it Works:

This is a small fundraiser for children. It's a leapfrog race that goes a predetermined distance like the length of an indoor gym, a football field, or even a mile if older children are involved. The longer you make the race, the larger each team should be to keep participants from tiring. If the race is for young adults and goes for a mile, then you might want to have teams of 20 with 20 or more teams participating. Money is raised through individual registrations, and each person on the team must come up with the registration fee – usually \$5 - or find a sponsor.

Teams race against time or each other for prizes. The first team member stoops over and the second team member places his or her hands on the first team member's back and leaps over by straddling legs wide apart on each side. On landing he or she stoops down and a third team member leaps over the first and second, and the fourth over all others successively. When all the players are stooping, the last in the line begins leaping over all the others in turn, until all players cross the finish line.

### Ideas to Consider:

You could add team sponsorships to the mix to raise more money. This is appropriate when the event is for a community or school cause.

**Source of Idea:** 16<sup>th</sup> century - idea adapted by author from other events.

## Photography Trip

### Video: Inspiring Kids through Photography

Video Link: [http://www.youtube.com/watch?v=A\\_DZ-3q4NYU](http://www.youtube.com/watch?v=A_DZ-3q4NYU)



### Video 82 - Inspiring Kids through Photography

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## Photography Trip

Potential Revenues:	\$\$
Revenue Source:	Trip attendance fee
Advertising:	Flyers, posters, school newsletter
Equipment/Supplies:	None – participants supply camera
Partners:	A professional photographer or knowledgeable hobbyist
Volunteers Needed:	Organizing the program, making flyers, and conducting the event, adult supervision

### How It Works:

This event can be part fun, part exercise, and part educational. A trip is organized with one of participant's parents (or a professional photographer) acting as the guide, lead photography expert and instructor. The trip is usually organized around a local hiking trail or park, and all of the children are transported together to the site. As part of the trip, kids learn basic photography skills, such as composition, filters, or similar elements.

Consider creating a photo book using services like [www.Snapfish.com](http://www.Snapfish.com) or a local drugstore that offers photo services. Sell the photo books to raise additional money for the cause, or create an art exhibit at your school or library. Consider selling the photos for more donations, as well as to encourage the children to make photography a hobby or business.

### Ideas to Consider:

In many cases, these trips have turned into support group activities for children who share similar health, parental, or emotional issues. In these cases, a second part of the event provides instruction on how to edit the photographs using Photoshop or equivalent software, depending on the availability of computer resources.

**Source of Idea:** *Unknown - idea adapted by author from other events.*

## Pizza By The Slice

### Video: Selling Zappos Pizza by the Slice

Video Link: <http://www.youtube.com/watch?v=iopQypjpl24>



### Video 83 - Selling Pizza by the Slice

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## Pizza By The Slice

Potential Revenues:	\$\$
Revenue Source:	Sales of pizza slices at a school or church event
Advertising:	Flyers
Equipment/Supplies:	Delivered pizza, plates, napkins, table, cash box, trash barrels, serving spatulas
Partners:	School or church event
Volunteers Needed:	Organizing the program, making flyers, and selling the pizza slices, adult supervision

### How It Works:

This is a great moneymaker for walk-a-thons, dances, carnivals, sporting events and graduations. Find a pizza supplier who will deliver pizzas to your event, and negotiate an attractive cost for each pizza. Ask to have the pizza pre-sliced for easy serving by your volunteers, and then simply sell the pizza slices at a profit.

If you can't get the price you want from a pizza shop, you can always use a buyer's club like Costco who sells a whole pizza for around \$10 to \$11. That would make 8 pretty big slices at \$2.50 each, for about a \$10 per pizza profit. Arrange for several volunteers to help you sell the slices of pizza. Remember that you'll need a lot of napkins, and paper plates, along with a trash barrel or two.

### Ideas to Consider:

Add some can's of cold soda to the mix for more profits. Don't sell it by the cup or glass to avoid having to supply those items in addition to the plates and napkins. Make sure you also have some cold bottles of water on hand as well. To establish a selling price, double your cost for these items to ensure that you make a good profit.

**Source of Idea:** *Unknown - idea adapted by author from other events.*



## Private Movie Party

### Video: How to Have an Outdoor Summer Movie Picnic Party

Video Link: <http://www.youtube.com/watch?v=-UlqzI7TP1s>



**Video 84 - How to Have an Outdoor Summer Movie Party**

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## Private Movie Party

Potential Revenues:	\$\$
Revenue Source:	Attendance fees
Advertising:	Flyers
Equipment/Supplies:	DVD movie, TV or computer with DVD player, computer projection equipment, popcorn, drinks
Partners:	Can be done in your home, in a school, or in a church
Volunteers Needed:	Organizing the program, making flyers, and conducting the event, adult supervision

### How It Works:

This is a fun project to run in a school or church facility, but it can also be easily done in your home on your television. If you do the event in a larger conference room or auditorium, you'll need to borrow a laptop computer equipped with a DVD player and a computer projector to get the movie up on the screen. You might have to add speakers to get the proper volume. Ask someone at an electronics store to help.

Most schools and churches have a projection screen, but if they don't, you need to add that to the list of equipment to borrow. If you can come up with a popcorn machine, you can include popcorn in the price of admission. But there's always pizza, pretzels, and healthy snacks.

### Ideas to Consider:

Some of the best movies to consider are those that were blockbusters, like *Avatar*, the Shrek series, and similar broad appeal titles. In some cases, you might even find a movie that hits home with the cause you're supporting, like *Rudy*, if it's about a sports team. Or maybe it's *The Blind Side*, if it's about homeless children or orphans.

**Source of Idea:** *Unknown - idea adapted by author from other events.*

## Restaurant Wait Staff

### Video: How to be a Good Waiter/Waitress

Video Link: <http://www.youtube.com/watch?v=RCpbd7vmAiU>



### Video 85 - How to Be a Good Waiter/Waitress

#### *More Instruction and training for the event:*

##### **Greeting Customers:**

<http://www.youtube.com/watch?v=lbFCrCNXNy8&feature=channel>

##### **Declined Credit cards:**

<http://www.youtube.com/watch?v=q7QGyXCmrDU>

##### **Presenting the Check:**

<http://www.youtube.com/watch?v=mM-Bt7RUPdO>

##### **Dealing with Special Orders:**

[http://www.youtube.com/watch?v=w2FYPZIF\\_uw](http://www.youtube.com/watch?v=w2FYPZIF_uw)

##### **Improving Tips:**

<http://www.youtube.com/watch?v=nmE5bKJ6W3I>

##### **Tips for large parties:**

<http://www.youtube.com/watch?v=BURSVQS1-iQ>

##### **How to upsell:**

<http://www.youtube.com/watch?v=MC1xqRnshmk>

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## Restaurant Wait Staff

Potential Revenues:	\$\$\$
Revenue Source:	Tips collected by your team
Advertising:	Social media, press releases, flyers, posters, advertising cards for the 5 x 9-inch “bill presenters” used by restaurants to present the bill for a meal
Equipment/Supplies:	School colors or other school clothing.
Partners:	Area restaurants
Volunteers Needed:	Organizing the program, making flyers, and volunteer waiters and waitresses; adult supervision

### How It Works:

Ask a local restaurant if you and your friends can be the waiters and waitresses for a day to raise funds for your cause. All of the tips that you make during the day will be used to support your cause. Tell the restaurant owner that you will be presenting flyers to everyone in the school and asking kids to do the same in their local neighborhoods.

Ask the restaurant owner if you can make 5 x 9-inch advertisements for the event that his wait staff could put into the restaurant’s “bill presenters.” This will help you get the word out, as well as get the existing customers to come back for the event.

### Ideas to Consider:

Another favorite time to consider is around a holiday or on a spooky night like Halloween. Getting everyone to dress up is always a fun alternative for the celebrity wait staff.

**Source of Idea:** *Soroptimist International of Santa Cruz, a local chapter of an organization devoted to improving the lives of women and girls, has **successfully** held this dinner **venue** since 1991.*

## Sports Challenge Event

### Video: Dashing for Doughnuts! Krispy Kreme Challenge

Video Link: <http://www.youtube.com/watch?v=Ae9EndevC80>



### Video 86 - Dashing for Doughnuts! Krispy Kreme Challenge

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## Sports Challenge Event

Potential Revenues:	\$\$\$
Revenue Source:	Admission fees
Advertising:	Social media, press releases, flyers, posters, school websites
Equipment/Supplies:	School colors and uniforms, concession stands, tickets
Partners:	Competing schools or other youth organizations, a school's sports field or a community center's field
Volunteers Needed:	Referees or umpires, event organizing committees, conducting the event, crowd and traffic control

### How It Works:

These are a lot of fun and very competitive. You'll be organizing a competitive softball game, basketball game, soccer tournament, tennis match, golf tournament or a crazy challenge like the Krispy Kreme Challenge, where participants either pay to watch, or in the case of the latter three sports, pay to play. Depending on which sporting event you choose, you may need officials to referee or umpire the games. If it's an event where lots of people are invited to watch, you might also want to have food and drink concession stands available. Sometimes you can find a vendor who does this sort of thing for a farmer's market or for businesses to come to your event. If they agree, ask them to donate 20% of their profits to your cause.

### Ideas to Consider:

Get area restaurants or businesses to sponsor the teams, or put up prizes for the winners. Sponsorships could be team clothing or equipment, or pay a small fee to hang their banner on a fence or on the announcer stand.

**Source of Idea:** *Unknown - idea adapted by author from other events.*  
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## Talent Show and Competition

### Video: Big Brothers Big Sisters Talent Show

Video Link: <http://www.youtube.com/watch?v=K1H4NbIQBTI>



### Video 87 - Big Brothers Big Sisters Talent Show

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## Talent Show and Competition

Potential Revenues:	\$\$
Revenue Source:	Attendance fees, entry fees
Advertising:	Flyers
Equipment/Supplies:	An auditorium or stage with sound, popcorn, drinks, tickets
Partners:	School, church, theatre or area fair
Volunteers Needed:	Organizing the program, making flyers, and conducting the event; adult supervision

### How It Works:

Maybe not on the level of *American Idol*, but an event that puts contestants or bands on stage to perform is always a fun event. The performances are fun to watch, and the venue usually attracts a big crowd of supporters. Money is made on both the entry fees and attendance fees. If you charge an entry fee, you should offer cash prizes, scholarships, or other prizes for the winners. You'll also need a way to judge their performances.

Invite bands or contestants to compete from area schools, and you'll increase the competition and the attendance. Perhaps this can be done in such a way as to benefit the music departments at all of the schools that participate. In that case, the performances can be hosted at the various schools as the competition heats up over several weeks.

### Ideas to Consider:

In conjunction with the event, you can also run raffles, bake sales, silent auctions, and even live auctions. Set these up in the front lobby, to provide for breaks and additional raffle sales while performers set up. Refer to those event ideas in this book to make sure that you see how they're run, and to comply with local laws.

**Source of Idea:** *Unknown - idea adapted by author from other events.*



## Youth Donation Boxes

### Video: Chicago Boys & Girls Club Creating Charity Giving Boxes

Video Link: <http://www.youtube.com/watch?v=4tzVQdnKyG8>



Video 88 - Chicago Boys & Girls Club | Making Charity Boxes

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## Youth Donation Boxes

Potential Revenues:	\$\$\$
Revenue Source:	Loose change and bills left in the donation boxes
Advertising:	None
Equipment/Supplies:	Handmade donation boxes
Partners:	Local retailers
Volunteers Needed:	Kids to place, exchange and collect the boxes

### How It Works:

This is a good moneymaker for kids to use. Look at any high traffic retail location and you are likely to spot a donation box or can. Usually the box contains a simple picture, and a short message that describes your project. Donors look at the picture, or the message, and decide right then and there to drop their change from the cashier into the box.

You don't have to buy the expensive acrylic boxes used by non-profit organizations. Decorated cans with plastic lids work just fine. Simply cut a small slit in the plastic lid, and place a picture of your cause on the side. Ask a supermarket if you can place the donation cans by each register for a short period of time. Usually the local store manager can make that decision. The closer you can get the donation can to the register, the more money you'll collect. Some retailers hate to say 'no,' and will offer you a spot at the back of their store or at another out of the way place. You'll have to decide whether you want to leave the can or not.

### Ideas to Consider:

Ask your friends or classmates to help you place the donation cans, as well as collect the money from them on a weekly basis. The more help the better.

**Source of idea:** *Donation boxes have been in use since the first person held one up to ask for the first donation. Probably in Europe.*

## More Children Fundraisers

*The fundraisers shown below are also great events that children and young adults can run with an adult's advice and supervision. As they are more common than the others shown in the first part of the section, they are grouped in this part of the book as additional ideas to consider. As mentioned at the start of this book, these ideas are meant to stimulate you or your fundraising group. If you mix-and-match these ideas to create a fundraiser that is both unique and memorable, you will not only help your cause, but you'll give the rest of us even more ideas.*

**Auction (\$\$\$):** The auction is done in conjunction with another school event, such as a play or a basketball game, or at your place of worship. Other good locations include home or community centers. To run the auction, ask local businesses to donate goods and services. Also ask individuals to donate antiques, collectibles and other items of value. See *Silent Auction* and *Live Auctions* discussed earlier in this book for more information on how to run auctions.

### Video: So You Wanna' Have a Bake Sale?!

Video Link: <http://www.youtube.com/watch?v=RVtbMi7OeuY>



**Video 89 - So You Wanna' Have a Bake Sale?!**

**Bake Sale, Crafts Sale, or Rummage Sale (\$\$):** In these fundraisers you get together with some friends to create an impromptu sale at your school or place of worship. Bake cookies, cakes or other items to sell; design a unique craft item to sell; or just clean out your closets and have a good old fashion rummage sale. You can ask students and teachers to donate books and other things from around their homes that they don't need any more, and sell these second-hand items at really cheap prices. You can also ask a coffee and donut shop to donate coffee, bagels, and donuts. You can also sell these items in the teacher's lounge or in the principal's reception area. Don't forget where your parents work!

**Barbeque Party (\$):** In this fundraiser, you sell tickets to friends to come over for a barbeque. You can plan games or craft building activities to keep everyone entertained, or rent a movie and show it. When friends and their parents know that the event is to support a charity or a school cause, you'll find a lot of support.

**Beverage/Food Stand (\$\$):** This is a great way to raise money at your next school athletic event or during a teacher's conference. Sell lemonade, hot dogs, or beverages during these events. Ask local fast food restaurants to donate some items, as well as coffee and donut shops. In one of these events, a local food chain donated a huge supply of garlic bread sticks for free.

**Book of Stories/Photos (\$\$):** In this activity, you have your friends write stories and take pictures about their favorite subject (sports, fairs, amusement parks, animals, nature, traveling, etc.) and then you sell the compilation to your family and friends for donations. If you have some photography ability, you might want to use a service like [www.Snapfish.com](http://www.Snapfish.com), [www.Shutterfly.com](http://www.Shutterfly.com), [www.Blurb.com](http://www.Blurb.com), as well as places like Walgreen's drugstores and CVS pharmacies to create a picture book with pictures on one side and the narrative on the facing page. An even lower priced version is one-sided. With that one you could have signatures and hand-written notes on the opposing blank pages, or simply leave them blank for students to get their own autographs. Make a few samples, and use those samples to take orders for more.

**Calendars (\$\$):** Have a powerhouse sports team or an annual prom event that you'd like to record? There are several services like [www.Snapfish.com](http://www.Snapfish.com), [www.Lulu.com](http://www.Lulu.com), [www.Shutterfly.com](http://www.Shutterfly.com), as well as places like Walgreen's and CVS that create calendars and poster calendars. You simply supply the photos.

**Car Wash (\$\$):** This is the "paid version" of the *Free Car Wash* shown earlier in this section of the book. There are the traditional ones that you see everywhere you look. Simply ask a local business, your school, or your place of worship if you can use their parking lot and water supply to host a car wash.

### Video: Suffield Academy Dance-a-Thon

Video Link:

<http://www.youtube.com/watch?v=mjUSi70CeZw&feature=fvsvr>



### Video 90 - Suffield Academy Dance-a-Thon

**Dance-a-Thon (\$\$\$):** This event is best suited to school fundraising, but it could also be adapted to other groups as well. These work well when the school year just begins, while excitement is still pretty high. Find a disc jockey (DJ) with a good reputation, a large collection, and good sound equipment, as this person will be the center of your event. Charge a fee to attend, and make sure it's substantial enough to cover your costs. Consider selling pizza, popcorn, and soda at your event, or

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give people a free ticket that they can spend on one of these items as part of the admission fee.

**Fountain Donations (\$):** Contact your local mall and ask them if they would consider donating all of the coins tossed into their fountains during a given month. Put up a nice sign to explain how their “wish money” will be used to also make your wish come true.

**Garage Sale (\$\$):** Get together with some friends to run a garage sale at your home and donate a portion of your proceeds to the cause you’re supporting. If you decide to donate 50% of your sales to your cause, you’ll find that people won’t try too hard to get lower prices. They’ll also be more likely to buy an item they’re not totally sure they need, just because the money supports a cause. If you get a big enough group together, consider making this a larger event at your school or place of worship. If you go this route, you can probably add other fundraisers to the mix, like beverage, food, candy, and crafts sales.

### **Video: Charity House Party – Invisible Children**

Video Link: <http://www.youtube.com/watch?v=S3S8m-3T5WA>



**Video 91 – Charity House Party – Invisible Children**

**House Party (\$):** This is an easy fundraiser to organize. Create a party at your house, tell everyone it’s for your cause, and sell tickets to friends

to come over for the party. You'll have to decide on a theme for the party, like Valentine's Day, Halloween, or a religious holiday, but then it's a matter of going to the store for some snacks and beverages, or order in pizza.

### Video: Mega Jump-a-Thon

Video Link: <http://www.youtube.com/watch?v=Y4vOl6UaV6>



Video 92 - Mega Jump-a-Thon

**Jump-a-Thon (\$):** This is a wonderful activity for little kids with boundless energy. Invite several kids to join in the Jump-a-Thon, and have them ask their families, friends, and neighbors to donate money for every minute that they hop or jump. If they're real young, perhaps their parents can get the pledges for them. Invite onlookers and make this a neighborhood event. Arrange for prizes, refreshments, and nap time.

**Lawn Mowing Party (\$\$):** Earn donations of \$10 to \$40 or more mowing lawns. To do this fundraiser, you can go it alone or you get a group of friends together to mow neighborhood lawns. This can also turn into other yard related projects like raking, weeding, and similar homeowner activities. Most homeowners are looking for a chance to get out of these types of chores, so don't be surprised if you're offered a permanent job.

**Video: Wachusett Regional High School Mini Golf Fundraiser**

Video Link:

<http://www.youtube.com/watch?v=NEzJSJhfgk&list=ULd00IZ-EZ3Yc&playnext=1>

**Video 93 - Wachusett High School Mini Golf Fundraiser**

**Miniature Golf Putting Challenge (\$):** In this fundraiser you design and construct a really unique putting challenge in a mall, in a school hallway, or at your place of worship. Make it one long hole that goes through a few changes in direction, requires the ball to bounce off sidewalls made of 2 x 4 inch lumber, goes up a ramp, and then ends up rolling to a hole cut in the final surface. Use a soup can as the cup. Charge a donation to play with a prize for anyone who can make the shot.

**Multi-Cultural Festival (\$\$\$):** In this fundraiser you ask different students to demonstrate the dancing, food, music, artwork, and other cultural aspects of several different countries. Ask if you can set up the event in your school or place of worship. Charge an admission fee to the general public to attend and tour the event. You might also want to consider a theme such as a world holiday like New Years Day, and show how each of those countries would celebrate the event.



**Video: Hillside Pancake Breakfast Fundraiser**

Video Link: <http://www.youtube.com/watch?v=6fWiddyIq5k&NR=1>

**Video 94 - Hillside Pancake Breakfast Fundraiser**

**Pancake Breakfast Fundraiser (\$\$):** Create a breakfast serving line and serve up a pancake breakfast at your place of worship, for a senior center, or at your school for the general public. Consider combining this event with a talent show, concert, dance performance, a silent auction, or a live auction. Sell tickets in advance or collect donations at the door.

**Video: Penny War Lancaster Bible College**

Video Link: [http://www.youtube.com/watch?v=APHmZs2Z\\_5o](http://www.youtube.com/watch?v=APHmZs2Z_5o)



Video 95 - Lancaster Bible College Penny War

**Penny War (\$\$):** A penny war is a common fundraising technique used in the United States. In a penny war, two or more groups compete to win a fundraising competition. Kids place 5 gallon water cooler bottles in their classrooms. The class who has the most pennies at the end of the "war" wins. There is one 'catch' however. Pennies are deducted from the class total for every nickel, dime, quarter, and dollar. So if a dollar is placed in a team's water cooler, it deducts 100 pennies from the total. So kids from a competing classroom can put \$10 bills in a competing class's container with the most pennies and essentially reduce their "war total" to nothing. At the end, a winner is declared, and all the proceeds are donated to a specified charity.

### Video: Pumpkin Carving Ideas

Video Link: [http://www.youtube.com/watch?v=A\\_MyhHpz-Nk&feature=fvw](http://www.youtube.com/watch?v=A_MyhHpz-Nk&feature=fvw)



### Video 96 - Pumpkin Carving Ideas

**Pumpkin Carving Party:** Invite your friends and family over for a Halloween pumpkin carving party or have the party at school. Ask your friends to dress up in their favorite costumes and vote for the best costume and best carved pumpkin at the party. Bring snacks and goodies to the event and ask your classmates, teachers and parents for donations, or charge a fee to attend the party.

**Waiter Person for a Day:** Ask a local restaurant to let you and your friends be waiters and waitresses for a day so that you can donate tips to The Orphan Foundation

**Video: Bryan Clay Foundation Walk-a-thon School Fundraisers**

Video Link: <http://www.youtube.com/watch?v=TQKyHQ0agF0>

**Video 97 - Bryan Clay Foundation Walk-a-thon School Fundraisers**

**Walk/Run-a-thon:** Ask for donations for each lap, mile or hour that you walk/run. Make sure you have volunteers to help keep you hydrated. Walkathons are becoming popular for elementary schools because they allow the children to make a visible contribution to their school, build community, have fun, encourage healthy exercise, and can raise a lot of needed contributions.

# Cause-Related Marketing

Cause-related marketing is a new breed of fundraising that combines the cooperative efforts of a “for-profit” corporation with a “non-profit” corporation. The impact of those cooperative efforts has been substantial for both parties: huge influx of dollars for the non-profits, and a very positive impact on the for-profit company’s overall image.

The following are impressive statistics on cause-related marketing programs in America, and they clearly show the potential impact on a for-profit company’s image, branding, marketing and sales:

- *80% of Americans say they would be likely to switch from one brand to another, when price and quality are about equal, if the other brand is associated with a good cause (compared to 66% in 1993)*
- *85% of Americans say they have a more positive image of a product or company when it supports a cause they care about (remains unchanged from 1993)*
- *88% of Americans say it is acceptable for companies to involve a cause or issue in their marketing. (33% increase since Cone began measuring in 1993)*
- *41% percent have bought a product associated with a cause in the last 12 months (compared to 20% in 1993)*

*\* 2010 Cone Cause Evolution and Environmental Survey (Reference: <http://www.coneinc.com/2010-Cone-Cause-Evolution-Study>)*

## Source of Ideas and Much Deserved Credits:

The cause-related marketing concept was first noticed by this author on the City of Hope National Medical Center’s website, after being asked to purchase a scratch ticket at a Staples store. The author credits the excellent work by the City of Hope National Medical Center for sparking in him the understanding of the potential for cause-related marketing programs.

Bruce Burtch is believed to be one of the originators of these successful partnerships between the non-profit and for-profit worlds. Bruce Burtch became a nationally-recognized catalyst for cause marketing program, based on an enormously successful event he helped run in 1976 between the Marriott Corporation and the March of Dimes.

Marriott's objective in that 1976 program was to generate positive low-cost public relations and media coverage for the opening of their *Great America Park*, a family entertainment center in Santa Clara, CA. The March of Dimes had a goal to significantly increase donations and pledges in time for their regional program's approaching deadline.

The campaign was conducted in 67 surrounding cities and it exceeded both groups' goals by enormous margins. It was considered one of the most successful promotions ever run by the March of Dimes' western chapters, and at the same time helped to create a record-breaking opening for the *Great America* family entertainment complex. And as for the visitors to *Great America*, they were treated to gala opening events, as well as provided with many incentives that could be used at the park.

With that brief history as a backdrop, the following ideas are designed to help you create your own cause-related marketing programs. Each idea can be altered to suit both organizations, and more options are shown in the *Ideas to Consider* section in each campaign suggestion. Keep in mind the end goal: to make the campaign a multiple-win venue for the for-profit, the non-profit, and the consumer. When you get all of those interests in a winning position, your chances of running a successful event are increased significantly.

If your cause is new or regional, you will find that you might have to adjust the idea to create a regional campaign. Big nationwide corporations tend to want to support more nationally-known and recognized causes. But by the same token, you will find that many of those same large corporations sponsor local community programs and relationships to create a more "corner store" image. Those campaigns are run by local store management. You can also consider regional supermarkets and other chains that would welcome the opportunity. Use your connections to get the right audience.

## **The Letter of Inquiry**

To approach a “for-profit” corporation, it’s important to begin the process with a letter of inquiry, addressed to someone that has been introduced to you. The introduction is very important, as these individuals see a lot of inquiries for donations pass their desks daily. This is where your board members or strong supporters can help. Many of them will work for corporations that might be of assistance. You will also have to be prepared to show that you are a 501(c)(3 ) non-profit to any large corporation.

The structure of the letter is pretty straightforward, and a sample is shown in Appendix A.

The letter of inquiry is usually directed at a company’s corporate giving department or to the director of marketing. Both have a vested interest in these types of programs.

### **Introduction**

In the first paragraph, you want to acknowledge the introduction, and talk about any corporate giving programs that you know the company has participated in, and how that program aligns with your (501(c)(3 )) non-profit. That’s the first connection you want to make.

### **Summary of your proposal**

The next part of the letter is a brief outline of the project you’d like to do together. In the pages that follow, you will see many ideas to get your creative juices flowing.

### **How cause-related marketing helps them**

The list of statistics on the previous page is a very good summary of how these programs can help them.

**Background on your organization**

This is where you want to talk about your vision, mission, and goals, as well as what you've done to date with the monies that you raised. You'll want to point to any other programs that you've run with corporations, in case they are looking for references.

**Summary and call to action**

This is where you want to connect back to the opening paragraph, and reiterate how your two organizations can align on this project. And lastly, you want to request a meeting or phone call as the next step.

What follows are some ideas that can be used to construct a multi-win scenario for your organization, the cause you serve, the for-profit company, and the for-profit company's customers.



## Co-Labeled Wristbands

### Video: How to Make Custom Wristbands

Video Link: <http://www.youtube.com/watch?v=lqptwMWiTu0>



### Video 98 - How to Make Custom Wristbands

[www.WristbandConnection.com](http://www.WristbandConnection.com)

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## Co-Labeled Wristbands

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of wristbands
Benefit to For-Profit:	Shift in buying pattern, visible sponsorship of causes, repeat traffic, new traffic
Benefit to Customers:	Shows cause support
Equipment/Supplies:	Bulk order of wristbands
Partners:	Any large company, as well as any large retail or food chain.

### **How it Works:**

Imagine coming up with a wristband that looks like the tread on a truck tire and having your name and logo on it, along with one of those big delivery services like UPS or Federal Express. And then imagine that they'd be on sale in every single outlet those big companies run around the world. Believe it or not, a wristband with a tire tread on it, was one of the wristband types that showed up on a search of worldwide wristband manufacturers.

Now imagine a co-labeled wristband that could be sold in a large coffeehouse chain, or a large fast food chain, or a national bookstore chain, or even a nationwide grocery chain. A few sales in each of these large networks could mount up quickly when you have several thousand locations.

But there are other possibilities, like gasoline retailers, convenience store chains, national or regional restaurant chains, large pizza chains, amusement parks, and so on. And many of these large companies have a population of employees that can be contacted for their contributions and support. The co-labeled wristbands can be made available through company stores, or through email solicitation with a link that takes the employee directly to a website where they can buy the wristband.

Once the wristband is seen around the company – especially with the co-labeling – then it becomes a “must have” collector’s item. Sales start to even spill over into family and friends as a gift item. This program quickly becomes a great way to spread your cause’s name and website address.

Wristbands have become so popular, that all you need to do is Google “wristband manufacturers” to come up with a list of suppliers. If a corporation gives you pushback on using wristbands, because they’ve become overdone, you could also consider lanyards. Lanyards hang around people’s necks, have a clip or loop at the end, and hold security cards or identification badges.

### **Ideas to Consider:**

It’s probably a wise idea to arrange for special packaging of these items, so that you can include a UPC number for easy swiping at the register. You might also want to think about selling the wristbands in multiples of 3, 5 or 10. The more you get out in circulation, the more advertising you’ll get.

This type of program should generate a lot of positive publicity for the for-profit, so they will probably want to do their own press releases in addition to your group’s efforts. This is all very positive, and something you want to make sure happens. When the company takes ownership for a project like this, you’ll have a lot more success in the end.

You might want to consider a contest in conjunction with this program, and perhaps the printing of a special website address on the wristband. That could drive a lot of traffic to your website or to the for-profit’s website. In either case, you could use that opportunity to introduce something new from the for-profit, like a special gift card, or on your site, to request donations for your cause. If the traffic is headed your way, be sure to read *Google AdSense* in this book to take advantage of this increased volume of visitors.

And as always, whenever you are selling an item, you need to check to see if you must have a resale license for collecting state sales tax.

## Free Gas for Life

### Video: Free Gas for Life Contest

Video Link: <http://www.youtube.com/watch?v=cw-6eYso74A>



### Video 99 - Free Gas for Life Lotto

[Link to Table of Contents](#)

## Free Gas for Life

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Raffle sales at gas pump
Benefit to For-Profit:	Shift in buying pattern, visible sponsorship of causes, repeat traffic
Benefit to Customers:	Free gas for life
Equipment/Supplies:	None – programming at pumps
Partners:	Gasoline retailers

### **How it Works:**

There are approximately 22,000 gas stations in the US, selling about \$115 billion dollars worth of gas per year in 2009-2010. This campaign is designed to create additional customer traffic for a large multi-location gasoline retailer. The idea is simple: ask the following question on the gas pump screen when people use their debit or credit cards to pay for gas: *“Would you like to donate \$1 to <your charity> for a chance to win a lifetime supply of free gas?”*

There would have to be some “fine print” to limit the amount of gas per year to a single non-commercial vehicle, or to a maximum dollar amount per year, in order to avoid the fraudulent use of the winnings. But even with the fine print, the lure of winning a lifetime of free gas is pretty hard to pass up for a \$1 entry fee.

For simplicity, assume that the winner uses 20 gallons per week, 52 weeks a year, for the next 40 years. If you assume that the average price per gallon during that period will be around \$5.00, the prize value would be around \$208,000 without doing a more complex, statistical present value calculation. With the potential of several million users buying into the raffle, the income potential is still very significant.

As the raffle is designed to drive a large amount of incremental business to a large chain of gas stations, it is expected that the gas retailer would

help to cover the cost of the contest prize. However, your non-profit could even agree to set aside monies to cover the cost of the contest.

### **Ideas to Consider:**

Depending on gas pump technology within the chain, it should be possible to generate an entry number on each credit card receipt. This would follow the same type of programming logic that asks if you want to buy a car wash, and then prints a code on the receipt to activate the carwash.

If that random number can then be checked on a website (also printed on the receipt) showing the winning numbers, significant traffic could be driven to that website. If it's the gasoline retailer's website, they might be able to recruit customers for credit cards or sell other items that would benefit their company. If it's your own website, you probably want to consider having Google AdSense working for generating additional revenue (see *Google AdSense* in this book), as well as other donation or sales venues.

Another idea to consider would be to ask if you could place donation boxes at all of the participating locations during the campaign. These boxes work well when there are internal convenience stores available. However, if the attendant is in a locked, bulletproof glass enclosure with a sliding drawer, or if there are only service bays at the station, the boxes usually don't work very well. (See the discussion on *Donation Boxes* in this book.)

GSTV – Gas Station TV – claims to reach an audited 27 million viewers each month at over 8,000 locations, when viewers are 'tethered' to the gas pump for 4-5 minutes, pumping gas into their vehicles. It's possible that GSTV can become a partner in this campaign by playing a PSA (public service announcement) about your organization.

## Hotel Keys to Treasure



**Video 100 - Hotel Treasure Chest**

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## Hotel Keys to Treasure

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of special keys
Benefit to For-Profit:	Special promotions, travel sales, food area sales, repeat traffic
Benefit to Customers:	Special prizes
Equipment/Supplies:	Plastic hotel keys
Partners:	Large hotel chain

### **How it Works:**

This campaign targets large hotel chains, with multiple locations around the world. The campaign is pretty straight-forward. Hotel guests are asked if they'd like to purchase a special hotel key that can be used to unlock a treasure chest or special room that contains prizes or a free stay at one of the hotel's exotic locations. The guests are told that the proceeds from the keys go to support your cause, but the keys also have another potential purpose.

Beyond just winning a treasure chest full of prizes, this key could also be used to get the hotel guests into the hotel's special VIP guest lounges where guests can partake in free food, drinks and other entertainment during special hours of operation. When run in this fashion, the cost of the key can be put right on the hotel's bill, which may allow the cost to be turned in as a travel expense for food or snacks. If the key is used for this purpose, the cost of the key should probably be priced around \$10, so that you can offer to help cover the hotel's expenses. That probably won't be necessary, but it's a nice gesture.

Ideally, the hotel chain you're talking with has several exotic travel destinations that can be offered as a grand prize. Your part may require putting up the cost of the airline, but that's going to be easy to cover with mileage from a supporter, or from the proceeds from a successful campaign.



If the hotel doesn't want to open its VIP lounge area as part of this campaign, then another opportunity might be to suggest that the key will get the hotel guest a discount on their next stay. That establishes a repeat traffic incentive.

Alternatively, the key might be used to get a special discount on a special location where the hotel is trying to entice travel. This won't work as well as the VIP room, as some of these hotels are owned by individual franchise owners.

The incentives around the card's purchase can be used in other ways, such as a discount on a hotel movie, or at their restaurant, gift shop and bar. Whether those options are attractive depends on whether the chain runs those operations or farms them out to outside service vendors.

When you begin talking in terms of "what's in it for the hotel chain," you'll notice that their response is going to be more receptive. The best of all scenarios is when you have a board member who knows someone high-up in the hotel chain.

### **Ideas to Consider:**

Remember that you can always push people to a website, and that increased traffic can be used to offer loyalty cards, special merchandise, or in your case, donations. If the website printed on the card, it may also end up as an incentive to purchase the high-speed internet connections at the hotel, which will be another incentive for the hotel.

According to [www.PlukettResearch.com](http://www.PlukettResearch.com), there are 4.76 million hotel rooms available at the time of this writing, with an average occupancy rate of 54.7%. That means that on average 2.6 million hotel rooms are in use every night. That's a lot of potential. Tapping into this market can provide some very large incentives for both partners in a well-thought out campaign.

## Prize-Inside Campaigns

### Video: Mystery Prize Inside

Video Link: [http://www.youtube.com/watch?v=5myofDi\\_eM4](http://www.youtube.com/watch?v=5myofDi_eM4)



### Video 101 - Mystery Prize Inside

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## Prize-Inside Campaigns

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sales of Specially-Packed Inventory Items, donations from awareness
Benefit to For-Profit:	Brand switching, more sales
Benefit to Customers:	Special contest associated with purchase
Equipment/Supplies:	Product or item to be inserted in box or packaging
Partners:	Manufacturers of items

### How it Works:

This cause-related marketing campaign is aimed at the suppliers and manufacturers of consumer food products. It's like the *Specially Labeled Packaging* program, except this campaign includes a "prize inside" each package. The origin of this idea goes back to 1912 when Cracker Jack started packaging a nominal prize inside every box.

In this campaign, you are asking a food supplier or manufacturer to show your cause's name and logo on their product's labeling and to include a specially-packaged prize inside with the food. That prize can be anything from a paper item to a collectible: a cause wristband, a collectible charm, a clue to a secret treasure, a scratch card, an entry into a contest, or whatever makes the most sense. Potential partners will include any of the packaged food suppliers, from cereal products to pre-washed lettuce products, to suppliers of candies and snacks.

Why would a company want to include a costly prize inside? It becomes a part of their tax-deductible donation to your 501(c)(3) non-profit, which just so happens to give them a marketing advantage. Thus "donation dollars" become "marketing budget dollars." This will take some tax advice and research on how to structure this campaign properly, but it will be worth the effort. Remember that you may have an ally in a corporation's philanthropic department. They may provide that hard-to-get introduction.

The food market is truly a “commodity market” where enormous competition is a way of life. Often there is very little perceived difference in products, other than ‘brand’ or organic designations. What these food manufacturers will be looking for is whether this labeling and “prize-inside” campaign gives them an advantage at the point of sale. What you’re looking for are donations from product sales, as well as perhaps establishing more ‘awareness,’ which in turn will lead to more donations.

If you show a manufacturer the *2010 Cone Cause Evolution and Environmental Survey* statistics at the start of this section, those powerful statistics will give that manufacturer an idea of how this campaign will influence both their sales and their brand.

### **Ideas to Consider:**

Consider adding a contest to this campaign, in addition to the special labeling and prize inside. This provides an opportunity for the consumer to get even more for a purchase they were already intending to make. The cause, together with the contest, should further encourage the consumer to switch his or her purchase. And remember that the contest is going to drive traffic to a website – yours or theirs - thus providing another marketing, sales or donation opportunity. At a minimum, take advantage of traffic to your site with programs like *Google AdSense* shown earlier in this book.

Remember store brands. Privately branded products appear in most large supermarket chains. All of the large chains want to improve the strength of their own brands, so you are offering an opportunity for a marketing campaign that will change a buyer’s habits. And don’t forget the pet food manufacturers and fast food restaurants that have special kid meal packs. These are other very competitive markets with a lot of potential for a campaign of this nature. Use your board members and supporters to help arrange an introduction.

## Scratch Cards

**State Of The Art - Promotional Printing**  
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 Deluxe Scratch off  
 Peel and Win **NEW**  
 Scratch off Postcards  
 Phone and Access Cards  
 Stock Promotions **ON SALE**  
 Scratch & Sniff  
 Fundraising Scratch Cards  
**Scratch Off Posters**  
 Color Postcards  
 Scratch off Postcards  
 Magnetic Postcards **NEW**  
 Mystery Discount Postcards  
 Business Card Postcards  
 Preframed Customer  
 Postcards  
 Lucky Number Match  
**Color Printing**  
 Brochures  
 Self Mailers  
 Sales Sheets  
 Door Hangers  
 Rack Cards  
**Marketing Materials**  
 Employee Incentives  
 Trade Show Promotions  
 Pre-Trade Show Mailers  
 Fund Raising Scratch Offs  
 Safety Programs  
**Marketing Materials**  
 Graphic Design  
 List Sales and Management  
 Rules & Regulations

**FEATURED PRODUCT**  
 Super Size Scratch off Posters

**We Print Winning Promotions!**

**Holiday Scratch & Win**  
**Gift For You!**  
**On SALE Now!**  
**Deluxe Scratch Match & Win**  
**RED HOT SCRATCH MATCH & WIN!**  
 Multiple Scratch off with overprint

**New Holographic Scratch off**  
**YOUNG & RUBICAM**  
 Not Even the Lottery Has These!

**Callling Cards**  
**Access Cards**  
**Numbered**

**Compare Our Sales!**  
**LOWEST PRICE**  
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**Stock Cards**  
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**Winning For DOLLARS!**  
 Ships in Only 2-3 Days!

### Video 102 - Scratch Card Maker

(<http://www.promoprintinggroup.com/index.htm>)

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## Scratch Cards

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Scratch card sales
Benefit to For-Profit:	Repeat traffic, special promotions
Benefit to Customers:	Discounts on purchases
Equipment/Supplies:	Lottery style scratch cards
Partners:	Retail Sales Outlets

### **How it Works:**

This campaign is modeled after a similar cause-related marketing campaign conducted by a large office supply retailer, which raised over \$860,000 in a single month. The campaign is designed to create repeat store traffic, as well as help the retailer move specific inventory.

To conduct the in-store campaign a special “scratch card” has to be custom printed, similar to the scratch cards used by the state lottery (Google “custom scratch cards”). Customers can then obtain a scratch card by donating \$1 to your organization. When they scratch off the silver-coating, they will see a variety of prizes, such as:

- Discounts on purchases they make during their “next visit”
- Discounts on specific store products or services
- Other promotions that the retailer feels would be appropriate

This campaign is multiple-win venue. Besides driving badly-needed donation dollars to your non-profit, the retailer will be providing its customers with a worthy incentive for getting great store bargains, driving additional return traffic, as well as helping to sell specific product inventories.

**Ideas to Consider:**

The retailer can sometimes build a new product number into their point-of-sale systems that can track the sale of these scratch cards. If so, a bar code can be printed on the card, and activity on the card can be recorded. Scratch cards can then be controlled in the same way any other product is controlled, thus simplifying the campaign's management for both you and the retailer.

Although this campaign is designed to provide the retailer with repeat traffic, and the possibility of selling select products, there are other possibilities. The retailer may be interested in getting sign-ups for store credit cards, introducing their online store, or even capturing the shopper's name for future mailings. Those objectives can be achieved by offering incentives for each of those goals, such as getting a special discount for the first use of a new credit card, a special online product deal, or a contest where the individual has to supply their name and contact information.

All of these are worthy outcomes for a cause-related campaign, and your organization and cause are the beneficiaries. That's the nice aspect about this campaign. There really are multiple winners: the retailer, the non-profit, the retailer's customers, and the non-profit's mission.

The closer the connection appears between you and the retailer, the more likely that the campaign will be a success. If your cause is about pets, then you should talk to pet retailers. If your cause is about a special children's cause, then you should talk to retailers of children's products.

As always, both you and the retailer you're working with should check to see if there are any state requirements regarding their participation in the program.

## Shopping Sprees

### Video: Charity Shopping Spree

Video Link: <http://www.youtube.com/watch?v=a0O8LqT3WBA>



### Video 103 - Charity Shopping Spree

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## Shopping Spree

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$\$
Revenue Source:	In-store raffle ticket sales
Benefit to For-Profit:	Promotable event, traffic
Benefit to Customers:	Shopping spree prize
Equipment/Supplies:	Two-up raffle tickets with UPC codes, several large clear-acrylic raffle drum to hold the sold tickets
Partners:	Retail grocery store, or other retailers

### **How it Works:**

This is a fun event for a national or regional supermarket chain that attracts traffic and interest. Every shopper generally recognizes the term “shopping spree.” The visual that comes to mind is a winning shopper running wildly through the aisles of a store, pulling arm full’s of items from the shelves into his or her shopping basket. They are racing against a clock, and whatever they get and keep in their carts at the finish line, is theirs free of charge. And that’s exactly the image that this cause-related marketing event is intended to conjure up.

You’ll need large collection boxes or rotating raffle drums for collecting the raffle tickets from the customers who purchased them at the registers. If the collection box is clear, you’ll notice that it will start filling slowly, and then everyone will want to “get in on the action” as the container is more than half full. If the box is covered, experience has shown that ticket sales will never really take off. It’s something about our human nature that makes us willing to stand in long lines in front of a restaurant or to wait for a holiday sale to start. “It simply must be good!”

Price the raffle tickets so they’re affordable. The \$1 raffle ticket is usually the right price point. Tiered pricing models might be more difficult for the supermarket chain to implement.

The types of stores that are most appropriate for these events are grocery stores, and if you can leverage the shopping spree across many locations and hundreds of thousands of shoppers, you'll be able to increase your contributions significantly.

Sell the ticket over the course of a month, perhaps combining it with your cause's annual recognition period, or around the holiday season. After that, you can post the winning ticket numbers in each store to attract even more traffic to the supermarket chain. In addition, you will want to announce the winners on your own website to take advantage of the opportunity to attract new visitors and supporters. Consider having several winners, as well as first, second and third place prizes.

**Ideas to Consider:**

Creating and using a UPC barcode on the raffle tickets is going to be imperative to keep track of the donations throughout the chain. The stores can usually help you with this part of the project.

Also consider using a hanging tag or putting a hole in the raffle tickets for displaying them near the registers. The store might also want to include an "everybody wins" scratch off box that gives a discount when customers turn in their losing raffle ticket.

Make sure the website address for checking winning numbers is printed on the raffle tickets. To keep a lot of traffic coming to the site, you can create "early bird" winners. Items like a \$5, \$25, or \$50 store coupon will accomplish the necessary 'pull' to the website.

You'll be tempted to have people fill out their names and addresses on each ticket. Although laudable, that's going to greatly diminish sales of the tickets. People just seem to balk at taking the time to fill out forms. Instead, you might want to consider a reason for people to give you that information when they go to your website. Perhaps it's to get on a newsletter list, or perhaps another prize can be offered.

## Specially-Labeled Packaging

### The Yoplait Pledge

Video Link: [http://www.youtube.com/watch?v=xYv\\_1W0o7c4](http://www.youtube.com/watch?v=xYv_1W0o7c4)



#### Video 104 - The Yoplait Pledge

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## Specialty-Labeled Packaging

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sales of Specialty Carded Inventory Items
Benefit to For-Profit:	Brand switching, more sales
Benefit to Customers:	Special contest associated with purchase
Equipment/Supplies:	Specialty designed inventory hanging cards for product
Partners:	Manufacturers of items

### How it Works:

This cause-related marketing campaign is aimed at the manufacturers of consumer products. Their product's packaging can take on several forms. One form is the simple cardboard hanger used to display small tools, kitchen gadgets, batteries, and similar items. You see this type of product packaging in home improvement stores, convenience stores, and supermarkets. The cardboard hangers have a hole in the top making it easy for the retailer to hang and display the products for sale.

But beyond this type of packaging, there is an enormous amount of other product labeling. Copy paper, canned food, paint, and every other item imaginable, all contain some sort of printed packaging that displays a manufacturer's brand.

In this campaign, you are asking a manufacturer to show your cause's name and logo on their product's labeling. What the manufacturer will be looking for is whether this labeling gives them an advantage at the point of sale. What you looking for is a small donation for any product that's sold with your logo or cause ribbon appearing on the packaging.

If you show the manufacturer the *2010 Cone Cause Evolution and Environmental Survey* statistics at the start of this section, those powerful statistics will give the manufacturer an idea of how this campaign will influence both their sales and their brand. Basically,

those statistics show that if a consumer has to choose between two brands, similarly priced and of similar quality, 80% say they would likely switch to the brand that is associated with a good cause. That's more powerful than an expensive advertising campaign, which may or may not produce similar results.

Consider adding a contest to this campaign, in addition to the special labeling. This provides an opportunity for the consumer to get something extra for a purchase they were already intending to make. The cause, together with the contest, should further encourage the consumer to switch his or her purchase. And remember that the contest is going to drive traffic to a website, thus providing another marketing, sales or donation opportunity.

### **Ideas to Consider:**

Manufacturers are not the only ones that focus on branding and labeling. Privately branded products appear in large retail, drugstore and supermarket chains, as well as in home improvement stores and even restaurant and fast food chains. Improving the strength of a brand is part of a well-conceived marketing campaign to win and influence consumers.

These large chains are really rebranding either existing or specially designed products with their store brand. For these types of retailers, you would be asking for them to make a change in their packaging.

If you think about your board members and supporters, many will have a current or prior affiliation with a consumer-oriented manufacturer. Maybe they worked there. Or maybe they were a supplier to that type of manufacturer. These are the people that can help arrange that all-important introduction.

Remember that this will be a tax-deductible donation to your 501(c)(3) organization from the manufacturer. As a result, there may be another ally in the manufacturer's corporate giving program that could end up sponsoring you and your idea. It's always nice when donation dollars can help support a marketing effort.

## Sporting Team Campaigns



**the  
orphan  
foundation**  
*removing the barriers to adoption*

***WIN CASH!***

1 TICKET - \$1  
7 TICKETS - \$5  
15 TICKETS - \$10  
40 TICKETS - \$20

**Drawings Each Inning!**



**50/50  
Plus  
RAFFLE**

**BASEBALL**



### Video 105 - Sports Team Raffle

[Link to Table of Contents](#)

(c) 2010 Joe DiDonato

## Sporting Team Campaigns

### *Cause-Related Marketing Campaign*

Potential Revenues:	\$\$\$\$
Revenue Source:	Raffle ticket sales
Benefit to For-Profit:	Visible sponsorship of causes, repeat traffic
Benefit to Customers:	Raffle prizes and more
Equipment/Supplies:	Two-up raffle tickets or custom designed ticket
Partners:	Area Sports Teams

### **How it Works:**

This campaign is designed to generate awareness and donations for your non-profit, as well as give families a chance to get tickets for attending the remaining home games in a season. One way to run this event is to ask game ticket purchasers, at the point of purchase, if they'd like to donate \$1 to your organization, in exchange for a raffle ticket. The raffle ticket would give them a chance to win a grand prize of a year of free game tickets for a family of 4, as well as other prizes to be announced during the game.

The raffle tickets could also be constructed so that everyone is a winner. That might be a giveaway of some small logo prize in exchange for the raffle ticket as they exit the stadium. Or maybe they can use the ticket to get a discount at a local restaurant, in exchange for a paid sponsor announcement.

Other prizes that might work include team merchandise, food vendor items, discounts on remaining games (which would drive more traffic to the park for the team), or even a dual logo wrist band could be designed as a commemorative gift. If there are leftover wristbands, they could later be sold directly, or as an item in the stadium gift store, with proceeds going to your non-profit.

This project will create multiple benefits. Besides driving donation dollars to your organization's mission, the sports team will be providing

its customers with the opportunity to sponsor a worthy incentive, in exchange for team-related prizes. In addition, your organization can provide press releases – with or without team players in tow - to help drive additional traffic to a specific team game, thus potentially making the cost of the giving away a season ticket a “no-cost” item for the sports team.

**Ideas to Consider:**

You should consider making the announcement of this event, a very visible event for your organization. You might want to even arrange busing, tickets, and possibly a snack as a package deal, leaving from your physical location. You can then do other things at your location, such as sell commemorative items of all sorts.

You might want to consider making this a day-long family event, which starts off with a picnic or barbeque, and a chance for supporters to meet you and your staff. All of this activity adds to a fun day at the ballpark or stadium.

When you are at the ballpark or stadium, it should go without saying that you bring a crew of volunteers to sell more raffle tickets before the drawing. Create tiered pricing incentives to buy more tickets, as a way to increase your sales. If you can get a local school cheerleading or sports team to help sell the tickets at the stadium, you can reward them with community service credit that will help them with their college applications.

Don't overlook any opportunity when it comes to fundraising at the event. There may also be other upcoming events or cause-related programs that you want to announce. And, as always, check that you are complying with local and state laws during the event.



# Planned Giving

This is one of the more complex areas that 501(c)(3) and similarly organized non-profits need to understand as they move towards a more mature organization. In this section, a few of the more popular planned giving programs are summarized in simple language. In each case there is a description of the basic program, followed by the benefits that you can explain to a donor.

It is strongly recommended that your non-profit organization secure the help of legal, insurance, banking and other professionals to help put these plans together. Each community usually has a *Planned Giving Council* that can help you get started, and a good resource for finding other professionals is the *Partnership for Philanthropic Planning* at [www.PPPNet.org](http://www.PPPNet.org).

In some community organizations, an individual can sometimes be placed under contract with your organization, and actually act as your Planned Giving Program Manager. One such example in Ventura County California is the *Ventura County Community Program – Planned Giving Institute*. Check with your local *Community Foundation* or area *Planned Giving Council* to find out more.

Lastly, a good reference book is *The Complete Guide to Planned Giving* written by Debra Ashton. This book was highly recommended by Ilana R. Ormond, Vice President, Philanthropic Services, Ventura County Community Program – Planned Giving Institute.

## Planned Giving Programs - Summary

### Appreciated Securities

*The IRS allows donors one of its most significant tax breaks for gifts of appreciated securities.*

### Bargain Property Sale

*This part-gift/part-sale transaction gives a donor a charitable deduction plus cash to purchase other property.*

### Business Interests

*Donors can give interest in a family business or a closely-held company.*

### Cash

*This is the easiest form of giving from a donor.*

### Deferred Gift Annuities

*Donors build retirement earnings by deferring the onset of annuity payments - recommended for younger donors*

### Donor Advised Fund

*Based on a sizeable donation, the DAF allows donors to name a fund and help direct distributions from that fund.*

### Gift Annuities - Immediate

*Donors receive a fixed payout and significant tax benefits.*

### Lead Trusts

*These freeze the taxable value of a donors appreciating assets, allowing them to be used as gifts today, and then passed on to family later.*

### Life Insurance

*Perhaps the easiest program is simply to name your organization as a beneficiary of the donor's policy.*

### Life Insurance "Life Settlements"

*Allows a donor can create a significant endowment for a non-profit without dipping into his or her capital assets.*

### Personal Property

*Donors can donate books, artwork or equipment and secure an income tax deduction.*

### Real Estate

*Donors can make a substantial gift to a non-profit through a transfer of residential, commercial, or undeveloped real estate.*

### Remainder Annuity Trusts

*These individually managed trusts reduce income and capital gains taxes and pay stable, predictable income to the donor.*

### Remainder Unitrusts

*These trusts meet multiple goals and are a very flexible life-income gift.*

### Retained Life Estates

*Donors give their homes and continue to live there rent-free.*

### Retirement Plan Assets

*A donor's retirement plan may be worth more when donated to a non-profit than to their own heirs.*

### Special Partnership Interests

*Donors can support a non-profit by transferring interest in a real estate or oil-and-gas partnership.*

### Will or Revocable Trust

*Donors can give to a non-profit organization without affecting their cash and income flows during their lifetimes.*

**Sources of Ideas:** *The Ventura County Community Foundation; The Partnership for Philanthropic Planning; University of Pennsylvania's Penn Office of Gift Planning; Michael DiFebo of DiFebo and Associates in Westlake Village, California; and various internet sites that explain terms used such as [www.Wikipedia.org](http://www.Wikipedia.org).*



**Video 106 - Appreciated Securities Illustration**

## Appreciated Securities

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of transferred securities
Tax Benefit to Donor:	Gift credit & immediate income tax deduction; no capital gains tax
Other Benefit to Donor:	Can direct gift; potential funding of an endowment for the non-profit
Potential Donors:	Individuals of wealth with a portfolio of appreciated securities

### How It Works:

The definition of a security is any investment instrument which shows that the donor has an ownership interest in, or is owed money by, a corporation, a government, or another organization. Examples are notes, stock, bonds, and similar instruments. An appreciated security is simply one of these instruments that can be sold to an investor or through the stock market for cash.

The donor simply transfers ownership of these securities to a non-profit organization. The non-profit organization then usually sells those securities to support its programs.

Gifts of appreciated securities can be put to work immediately. They can be designated for operating support, or they could fund a specific project, or they can be invested and used as a permanent endowment by your organization.

This is an easy way to give and offers two tax advantages for the person donating the securities. The donor receives a gift credit and an immediate income tax deduction. The gift and tax value is the fair market value of the securities on the date of transfer, no matter what the donor originally paid for them. In addition, the donor pays no capital gains tax on the securities he or she donates.

There are also intangible benefits to the donor. He or she can direct that the gift be used only for a specific fund or purpose, or they can ensure that the non-profit organization will continue its work and flourish by stating that the funds can be used for an endowment.

**Ideas to Consider:**

The first step in a planned giving program is to identify potential donors. Your fundraising committee should begin identifying individuals of worth, who are connected to your organization in one way or another, as well as concerned about your cause. These are your best prospects for a major gift.

A first step could be to create a uniquely named “legacy club,” where participation results from any of the gifts in this *Planned Giving* section that total some specific dollar amount. It could also be a yearly gift amount.

Donor recognition is your next step. When a large donation occurs, you would make a suitable announcement through your newsletter and other appropriate media that shows what this individual has done for your organization, and how the donor may be personally connected. Honor these individuals at your events, which is yet another way of establishing your legacy club and its support. These activities both announce your legacy club, as well as entice others to join.

Invite potential key donors to tour your facility, or show them a “cause book” (see *High Income Cause Book*) that shows your organization’s work. Or consider having a video that shows your work.

All of these ideas will help move you into the arena of planned giving. And you will find that there are professional advisors available that specialize in these areas. Use the resources mentioned at the start of this section to get more help.



**Video 107 - Bargain Property Sale Illustration**

## Bargain Property Sale

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale of purchased, undervalued property at fair market price; or rent avoidance when the property is used by the non-profit
Tax Benefit to Donor:	Immediate income tax deduction on the donated portion; no capital gains tax on the donated portion
Other Benefit to Donor:	Can direct gift; potential funding of an endowment for the non-profit
Potential Donors:	Individuals or corporations who own property they wish to donate

### How It Works:

In this planned giving program the donor sells his or her residence or other property to the non-profit organization for a price that is below the appraised market value. For example, let's assume that an individual owns several homes, and wishes to partially-donate one of those homes to your non-profit. Let's say that it's a prime piece of property with a current appraised market value of \$1,000,000.

The donor decides to sell it to the charity for \$400,000, which is enough to cover the closing costs, retire the existing mortgage still owed, and allow for the removal and storage of the home's contents. The result is a transaction that is part charitable gift and part sale. The charitable gift value is \$600,000, and the sale value is \$400,000, the latter of which may produce additional tax benefits.

The benefit to the donor is that he or she receives an immediate income tax deduction for the appraised market value of the portion of the property that he or she donated – the \$600,000. The tax implication is also favorable, as the donor pays no capital gains tax on the donated



portion of the property. So if the owner originally bought it for \$100,000, they would have had to pay capital gains taxes on the \$900,000 profit. This also frees up the use of any cash amount from the sale portion to help the donor retire a mortgage or even purchase other property. And the intangible benefit is that the donor sees the donation put to use during his or her lifetime.

The non-profit may use the property, but usually the organization will elect to sell it and use the proceeds of the sale for the purposes specified by the donor when he or she made the gift to the non-profit organization. If there were no stipulations, then the profits from the sale can be used for organizational support or to create an endowment.

**Ideas to Consider:**

With the help of a financial advisor, or local *Planned Giving Council*, it may be possible to construct a scenario where the combined tax credit and the avoidance of capital gains tax makes it more beneficial to donate a piece of property to a non-profit than to actually sell the property. That example could then be used to attract potential donors at an investment seminar.

A general warning is to avoid “toxic assets.” These are properties such as time shares which come loaded with annual fees and taxes, and where the sale of the property might be difficult.

When these types of donations are positive, make sure that you honor the individuals with a place in your legacy club (see *Appreciated Securities*), and publicize what this individual has done for your organization. If appropriate, show how the donor may be personally connected. Honor these individuals at your events, which is yet another way of establishing your legacy club and its support. These activities both announce your legacy club, as well as entice other individuals of wealth to consider similar donation strategies.

## Business Interest



**Video 108 - Business Interest Illustration**

## Business Interests

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Income distributions; sale of interests to a third party
Tax Benefit to Donor:	Immediate income tax deduction on the appraised value of the business interests, minus any liabilities that may pertain to those business interests
Other Benefit to Donor:	Creation of a lifetime income arrangement that “flips” on at some point in the future.
Potential Donors:	Individuals or corporations who own an interest in a business that they wish to donate

### How It Works:

Many times, a small or closely-held corporation or family business can make a non-profit partial owner in that entity. The donor issues shares in a closely-held corporation, a family business, or an investment partnership, such as an LLC (Limited Liability Corporation) to a non-profit organization. As a part of that corporation, the non-profit then receives income distributions, or may decide to sell the shares to a third party.

There are many reasons that this might occur: outright philanthropy, a disagreement between existing owners or partners, or perhaps the non-profit brings a specific expertise or market knowledge to the company. Or in some cases, the donor simply wants to retire or simplify their life.

When this ownership transfer occurs, the donor of those shares will receive a gift credit and an immediate income tax deduction for the appraised value of the business interests, minus of any other liabilities that may pertain to those business interests.

The donor may also be able to use a business interest to create a lifetime income arrangement, such as a FLIP Unitrust, and the donor has the satisfaction of making a significant gift that benefits both them and the non-profit organization during their lifetime.

**Ideas to Consider:**

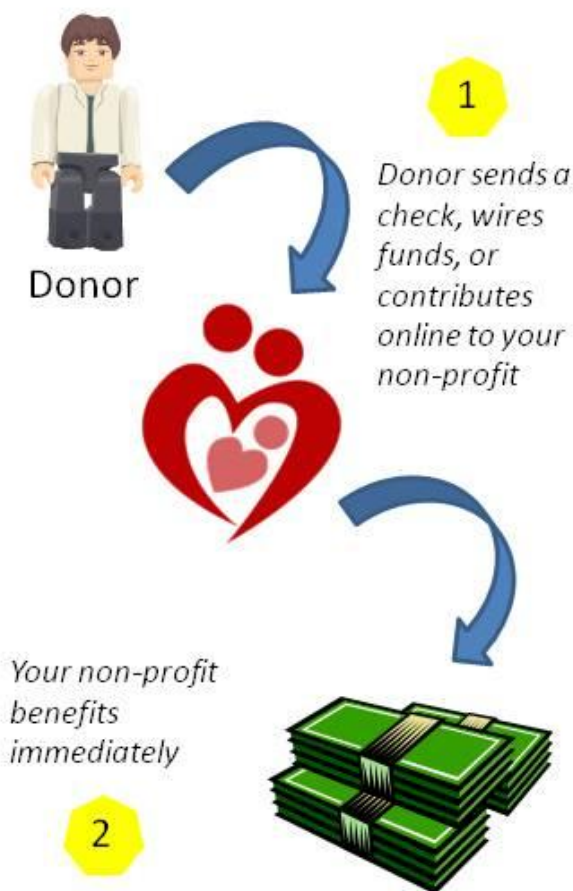
A FLIP Unitrust is a way of enticing a potential donor to make a donation to your non-profit. The FLIP Unitrust helps to build a supplemental, tax-deferred retirement plan for the donor. The "flip" feature allows the donor to donate assets now, but defer or limit income payments until the date of his or her retirement. It gets its name because it delays income until a future time event when the income switch "flips" on. In the meantime, the donor can sit back and watch the principal in the trust grow tax-free until the income payments begin.

This "flip" feature is beneficial for gifts of non-liquid or hard-to-value assets, such as a business interest in a closely-held corporation or a family business. By defining the "flip" event as the sale of the business or corporation, the trust pays little or no income until the asset is sold. This protects the trust from having to pay income when its assets are in non-liquid form. Once the asset is sold and the trust becomes liquid, the trust "flips" to a standard unitrust.

As these are complicated structures, you will want to get legal help to accept one of these gifts. But as with all gifts of these natures, they can be of significant value and a way to ensure your long term stability.

And as cautioned before, be wary of a potential "toxic asset" coming into your organization. As an example, consider if there are any pending lawsuits or other risks that may have been the underlying reason for the offer.

## Cash Gifts



**Video 109 - Cash Gift Illustration**

## Cash Gifts

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Cash donations
Tax Benefit to Donor:	Immediate income tax deduction for the donor
Other Benefit to Donor:	Can direct the funds to a specific program or use.
Potential Donors:	Individuals of worth, or corporate giving programs

### How It Works:

This is the simplest form of planned giving. The donor sends a check, wires funds, or contributes online to the non-profit organization. The non-profit organization can then use the donation for the general operating support or for the purpose donor specifies.

For the donor, this is the simplest asset that can be donated. There are no appraisal or acceptance requirements, as with gifts of appreciated property, and the non-profit organization receives a gift it can use immediately. In turn, the donor receives a full charitable deduction, and can apply it towards a larger percentage of his or her taxable income than a deduction for a property gift.

### Ideas to Consider:

If one large cash donation is not in the offering, consider establishing a way for donors to provide monthly donations. These are sometimes as easy as asking that a recurring payment be set up with a bank's online bill-paying service. In other cases, these can be set up through PayPal by modifying their "subscription payment" button.

Consider many tiers of investment, and relate each tier to a specific program goal of your organization. For instance, a gold level might be designed to save one child or one animal shelter, while lesser levels

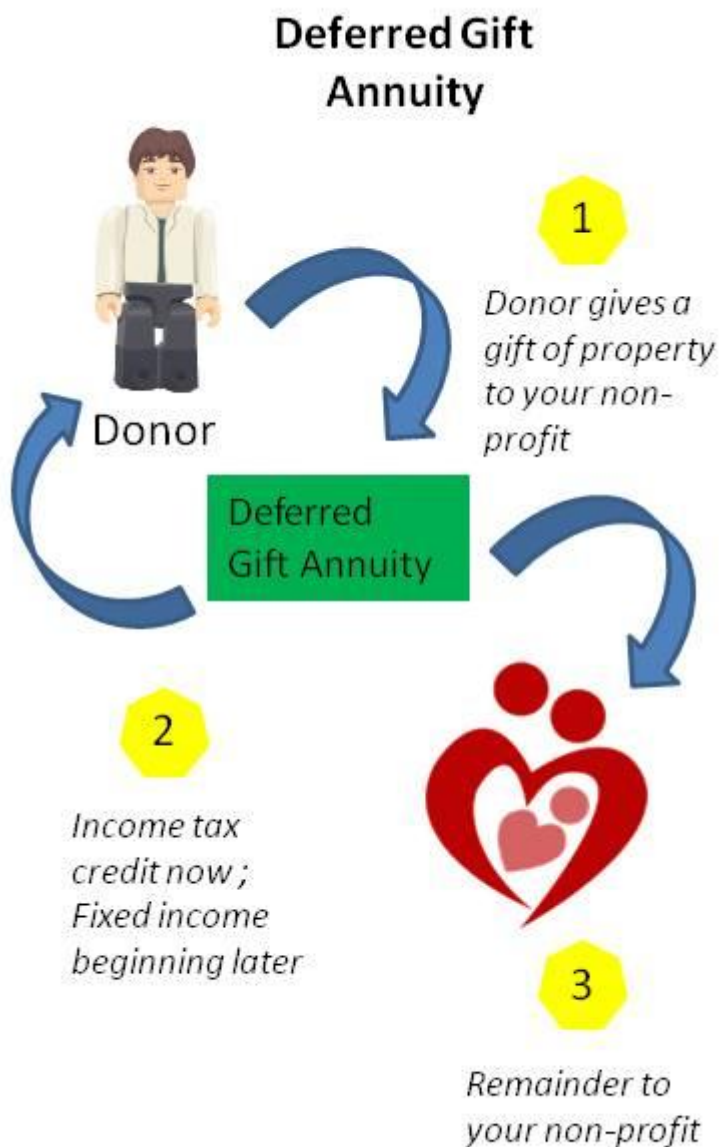
might be designed to provide food for a month for one child, or a new cage for an animal shelter. Experience has shown that the more specific each goal is, the better the opportunity will be to receive a needed cash donation.

For larger gifts, consider the legacy club mentioned in *Appreciated Securities* shown in this *Planned Giving* section. Remember that honoring contributors is an important element in keeping those important donors committed to the cause.

Consider having pre-event or post-event venues for your highest contributors, such as a meet-and-greet with celebrities or politicians before or after an event is conducted. That bit of exclusivity will go a long way toward ensuring continued support, as well as give these larger donors an opportunity to meet your organization's key staff and board of directors.

Many organizations make the mistake of accepting a single large donation, and then breaking contact with the donor. That lack of continuous contact not only hurts the relationship with that donor, it also impacts any future donations that the donor may have been contemplating.

As always, your board should consider some level of monthly contribution in order to establish their own credibility with a donor. These can be modest amounts, or if you're well-established, it might even be a condition of being on the board.



**Video 110 - Deferred Gift Annuity Illustration**



## Deferred Gift Annuity

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Cash, securities, other property
Tax Benefit to Donor:	income tax deduction based on the market value of the assets contributed, minus the present value of the life-income interest retained by the donor
Other Benefit to Donor:	Future payments to the donor and/or other beneficiaries for life.
Potential Donors:	Younger donors in their higher income earnings years

### How It Works:

This program is usually aimed at the younger high-income donor. These target donors are concerned about securing both current tax deductions, as well as additional sources of income in their retirement years. In this planned giving program these types of donors are asked to consider transferring cash, securities or other property to a non-profit organization in the form of a charitable deferred gift annuity.

Beginning on a specified date in the future, the non-profit is obliged to begin paying the donor - or other beneficiaries (annuitants) designated by the donor - fixed (annuity) payments for life. Upon the donor's (or the donor's beneficiaries') death, the principal passes to the non-profit organization and the fixed payments end.

When the donor defers payments, investment of the asset permits your non-profit to pay the donor a higher annuity rate (fixed payment), and it also generates a larger charitable deduction for the donor. The donor can also target his or her annuity payments to begin when they need them, such as when they retire or when a grandchild needs help with tuition payments. The longer the donor defers the start of the payments, the higher the effective rate he or she will receive. And of course the donor has the satisfaction of making a significant gift that benefits him or her now and the non-profit organization later.

In many cases, the donor can establish a series of deferred annuities over several years, using funds they have already set aside in a retirement savings plan. The donor then sets the commencement date for these payments to begin when they retire or when their spouse retires.

Another tax consideration is that there is no up-front capital gains tax payable if the donor funds his or her deferred gift annuity with appreciated securities. In this case, only a portion of the donor's gain is recognized, with the tax spread over their annuity payments, which will potentially be in a lower tax bracket. Also, part of each annuity payment to the donor will be tax-free, and treated as a return of the principal.

**Ideas to Consider:**

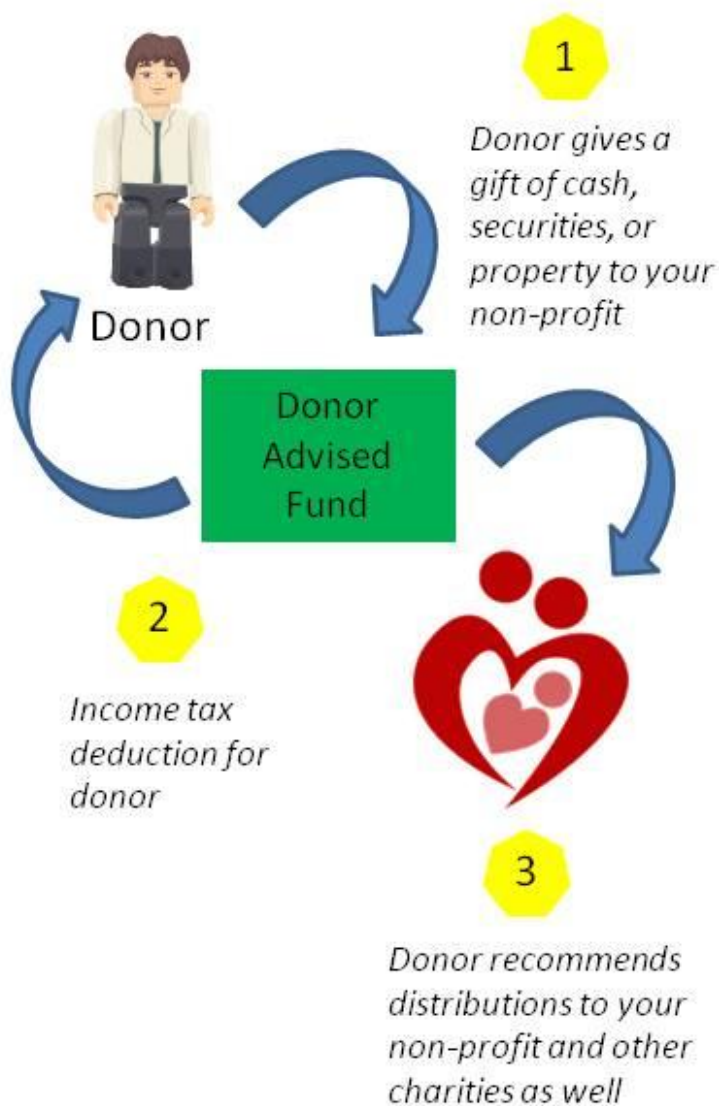
Consider having your board members suggest names of people who might be good candidates:

*The ideal prospective donor is a young person who is in their high-income earnings years, and is looking for both income tax savings now and an additional source of revenue when they retire. Add to that an emotional connection and you will have the perfect donor prospect.*

Consider conducting a special meet-and-greet dinner event that is targeted at these types of donors. Have your planned giving program manager speak briefly about this specific program, as well as provide gift packets that highlight all of your planned giving programs. Be sure to show your non-profit's mission and long-term strategy, perhaps with a gift of a *High-Income Cause Book* (see discussion elsewhere in this book). If possible, provide a powerful in-person or visual testimonial of the work you do, you will have set the stage for excellent results.

Publish a brochure which shows an example of how this donation might work. Use the services of a tax attorney or local *Planned Giving Council* to help construct an accurate example.

## Donor Advised Fund



**Video 111 - Donor Advised Fund Illustration**

## Donor Advised Funds

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Cash donations
Tax Benefit to Donor:	Immediate income tax deduction for the donor
Other Benefit to Donor:	Can direct the funds to multiple uses on a continuing basis.
Potential Donors:	Individuals of worth, or corporate giving programs

### How It Works:

Donor Advised Funds are becoming more popular as a planned giving program in recent years. Basically, you're giving a donor an alternative to their having to set up their own private foundation. In that way, the donor avoids the start-up, administrative, reporting and legal requirements imposed on a private foundation. Donor Advised Funds are relatively easy to create, while at the same time being a flexible program for charitable giving for the donor. A Donor Advised Fund allows the donor to manage their charitable giving in a very efficient manner by providing the flexibility to recommend support for various charitable causes in addition to yours.

In exchange for this simplicity, you will be asking that the donor direct a fairly large percentage of their yearly contributions to your cause. That yearly amount is usually 50% or more. You will also have to establish minimum distributions that must be made each year to prevent monies from being "parked" in the fund, as well as to ensure compliance with your own internal and external requirements as a non-profit entity.

When the donor dies, the remaining funds would ordinarily become your organization's assets. A complication may be an agreement to distribute those funds in a manner that the donor might want to dictate. You might also want to have stipulations covering when the fund amount drops below a certain level, as your organization would have continuing reporting and administrative costs to maintain the fund. This

can usually be handled with a termination clause if the fund drops below a certain amount.

### **Ideas to Consider:**

You should establish one large cash donation as the starting point for the fund's creation, as well as provide a way for the individual to make further donations. This donor is also a candidate for your legacy club, depending on the way this DAF is put together.

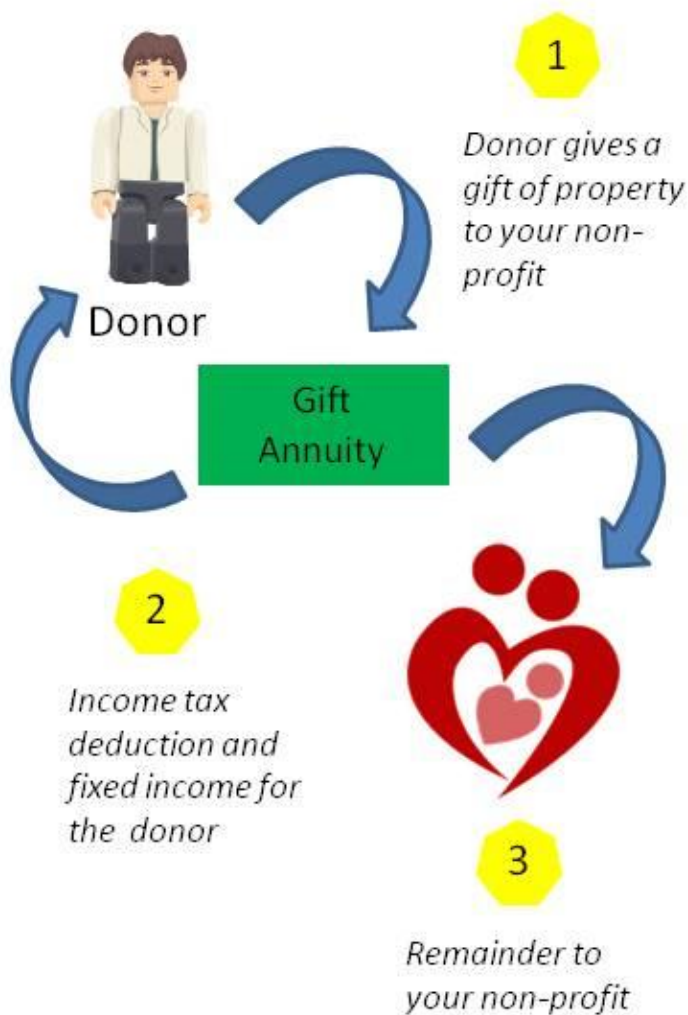
In addition to the starting donation being of a fixed amount, you should establish a minimum donation amount for follow-on contributions to the fund. These minimum levels of continuing investment keep down some of the administrative and reporting costs for your non-profit.

Remember that honoring contributors is an important element in keeping those important donors committed to your cause. As a result, consider having pre-event or post-event venues for your highest contributors, such as a meet-and-greet with celebrities or politicians before or after a large event is conducted. That bit of exclusivity will go a long way toward ensuring continued support, as well as give these larger donors an opportunity to meet your organization's key staff and board of directors.

As with all of these planned giving vehicles, you should consider the help of a professional when putting together your organization's planned giving program. Each community around the country usually has a *Planned Giving Council* that can help you get started, and a good resource for other professionals is the *Partnership for Philanthropic Planning* at [www.PPPNet.org](http://www.PPPNet.org). Google "Planned Giving Council" and you should see a string of suggestions appear. Select the group nearest you.

In some organizations, an individual can sometimes be placed under contract with your organization, and actually act as your Planned Giving Program Manager. One such example is the *Ventura County Community Program – Planned Giving Institute*. Check with your local Community Foundation or Planned Giving Council to find out more.

## Gift Annuity



**Video 112 - Gift Annuity Illustration**

## Gift Annuity

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Cash, securities, other property
Tax Benefit to Donor:	income tax deduction based on the market value of the assets contributed, minus the present value of the life-income interest retained by the donor
Other Benefit to Donor:	Annuity payments to the donor and/or other beneficiaries for life.
Potential Donors:	Older donors looking to make a donation and receive lifetime income

### How It Works:

This is much the same as the *Deferred Gift Annuity* except that the potential donor is looking to begin an income stream immediately, obtain a significant tax deduction, as well as help out a charity. In this planned giving program the donor transfers cash or securities to the non-profit organization. In turn, the non-profit organization pays the donor - or other recipients (annuitants) named by the donor - a lifetime (annuity) income.

This arrangement is usually consummated via a contract that is prepared on behalf of the parties. The lifetime annuity is then backed by a reserve set up by the non-profit organization, and the assets of the non-profit organization, in turn, secure the contract. At the end of the contract period when the lifetime income ceases, the principal then passes to the non-profit organization for its use. The donor may also stipulate how the principal is to be used by the non-profit.

As with the *Deferred Gift Annuity*, the donor receives an immediate income tax deduction for a portion of his or her gift, which is the market value of the assets contributed, minus the present value of life-income

interest retained by the donor. (*The “present value” is the value now of a sum of money expected to be received in the future, calculated by subtracting the interest and other value that will accrue in the intervening period.*)

The annuity payments received by the donor are treated as part ordinary income, part capital gains income (as low as 15%), and part tax-free income. And equally important, the donor has the satisfaction of making a significant gift that benefits him or her now and the non-profit organization later.

### **Ideas to Consider:**

Consider starting these gifts in the \$10,000 range, which opens up the opportunity to most potential donors. For many, this will only be a small portion of their retirement income, and you might find that they will simply want only a small income in return. By retaining less than the full value, the revenue stream for your non-profit begins immediately, with the full principal coming after there's no longer an obligation to pay the fixed annuity amount to the investor.

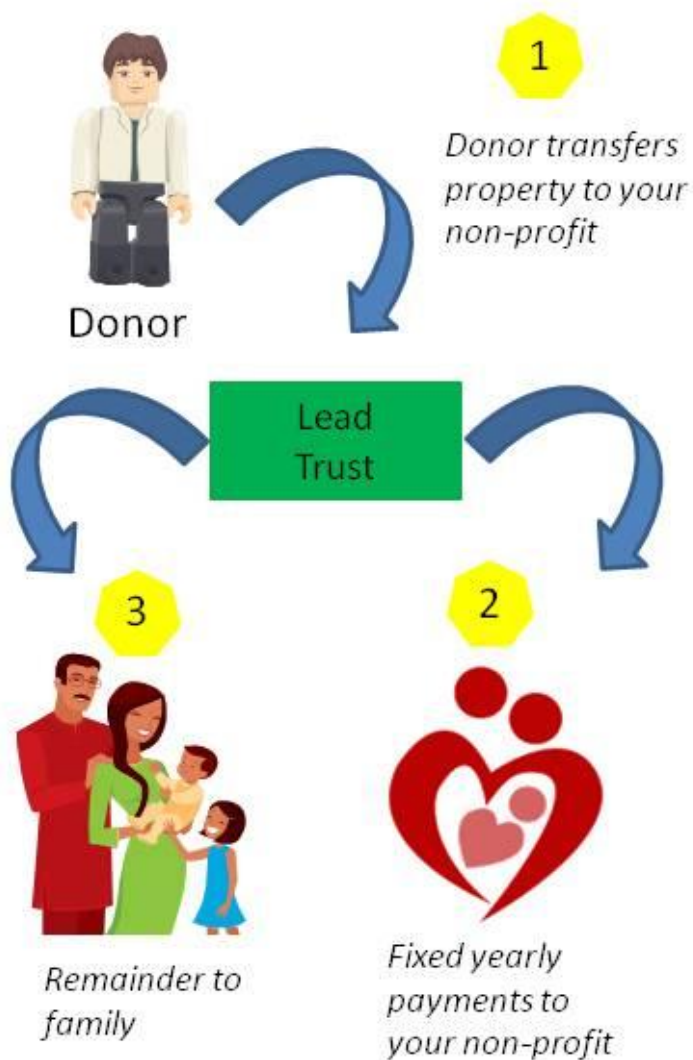
The best potential donors for this type of gift will be someone in their later years, who has an emotional connection to your cause. By identifying this profile to your board members, they will no doubt come to you at some point with a candidate, or they'll possibly be interested in arranging this gift annuity themselves. If the donor doesn't have heirs, then they are even more likely to agree to this or a similar program.

Remember the “legacy club” concept and the need to provide donor recognition as pointed out in the *Appreciated Securities* explanation in this section of the book. Both are expected by the donor, as well as an opportunity to get other potential donors to look at similar gifts.

Publish a brochure which shows an example of how this donation might work. Use the services of a tax attorney to help construct the correct scenario. A good resource to begin with is the *Partnership for Philanthropic Planning* at [www.PPPNet.org](http://www.PPPNet.org), but there are many others.



## Lead Trust



**Video 113 - Lead Trust Illustration**

## Lead Trusts

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Securities, other appreciating assets
Tax Benefit to Donor:	The present value of the income payments to your non-profit reduces the donor's gift/estate tax
Other Benefit to Donor:	Appreciation occurring within the lead trust goes tax-free to a donor's heirs; The amount and term of the payments to your cause can be set to reduce or even eliminate transfer taxes due when the principal reverts to the donor's heirs
Potential Donors:	Donors looking to pass on their appreciating assets to their heirs, as well as reduce their gift/estate tax obligation.

### How It Works:

A lead trust holds a donor's gift of appreciating assets, pays income to your non-profit for a period of years, and then returns the remaining principal to the donor's heirs. This is an excellent program for donors who are looking to pass on their appreciating assets to their heirs, and the tax implications can be extremely favorable.

The present value of the income payments to the non-profit organization reduces the donor's gift and estate tax. (*The "present value" is the value now of a sum of money expected to be received in the future, calculated by subtracting the interest and other value that will accrue in the intervening period.*)

All appreciation that takes place in the trust goes tax-free to the donor's heirs. In addition, the amount and term of the payments to the non-

profit organization can be set so as to reduce or even eliminate transfer taxes due when the principal reverts to the donor's heirs. That's a very significant benefit to the donor.

### **Ideas to Consider:**

You might want to talk to several estate planning professionals about your organization, and seek their support in telling potential donors about the benefits of a lead trust with your non-profit. Ask your community's Planned Giving Council if they can provide you with examples for a simply brochure that can be left behind.

Consider working with a tax and legal advisor to come up with an example that would show how significant these tax considerations can be for the donor. In many cases, these tax savings can amount to millions of dollars when an estate is passed on to an heir.

Work with your board of director to identify potential donors who might also be very supportive of your cause. As all of these programs help both you and the donor, you will want to make your board proficient in talking about these programs to the extent possible. Each one of these planned giving programs, individually, should be on your board's continuing agenda for both their own education, as well as to solicit their help.

And you're probably tired of hearing it by now, but it's imperative to remember the "legacy club" concept and the need to provide donor recognition as pointed out in the *Appreciated Securities* explanation in this section of the book. Both are expected by the donor, as well as an opportunity to get other potential donors to look at similar gifts.

Any one of these planned giving programs could establish an endowment that would give your organization its permanency. It is therefore in your best interest to publish a brochure which shows an example of how this type of donation might work. With the right example, you could be showing a potentially significant tax savings to a prospective donor, as well as helping yourself to a permanent endowment.

## Life Insurance



**Video 114 - Life Insurance Illustration**

## Life Insurance

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Life insurance payment to your organization as a beneficiary
Tax Benefit to Donor:	Tax deduction as per the discussion below
Other Benefit to Donor:	Easy to set up without capital
Potential Donors:	Any individual

### How It Works:

This is the absolute easiest way to start your planned giving program, and in the case of adding your organization as a beneficiary to an existing policy, it can usually be set up in a matter of minutes. All board members should consider doing this as part of being on your board. The percentage distribution can be as small as a couple of percentage points, or an even more sizeable percentage, depending on the circumstances.

There are also other alternatives that can be considered from the donor's perspective. Let's say a donor doesn't expect to accumulate much wealth during their lifetime, or that their family will have first rights to their estate. If this is the case, a life insurance gift can be created easily.

The donor simply takes out a new policy on his or her life, and then names your organization as the *irrevocable owner*, as well as beneficiary. By making your organization the *irrevocable owner*, the IRS will view this gift as 'complete' from a tax deduction perspective. When you receive the premium notices, you will ask the donor to make annual donations to offset your payments. These gifts will, of course, be tax-deductible.

Besides creating a new life insurance policy, a donor can also donate an existing policy. This gift will generate an initial tax deduction which is the lesser of the policy's fair market value or the total of the donor's net

premium payments. If premiums are still payable, you can ask the donor to make tax-deductible contributions offsetting your payment of those premiums.

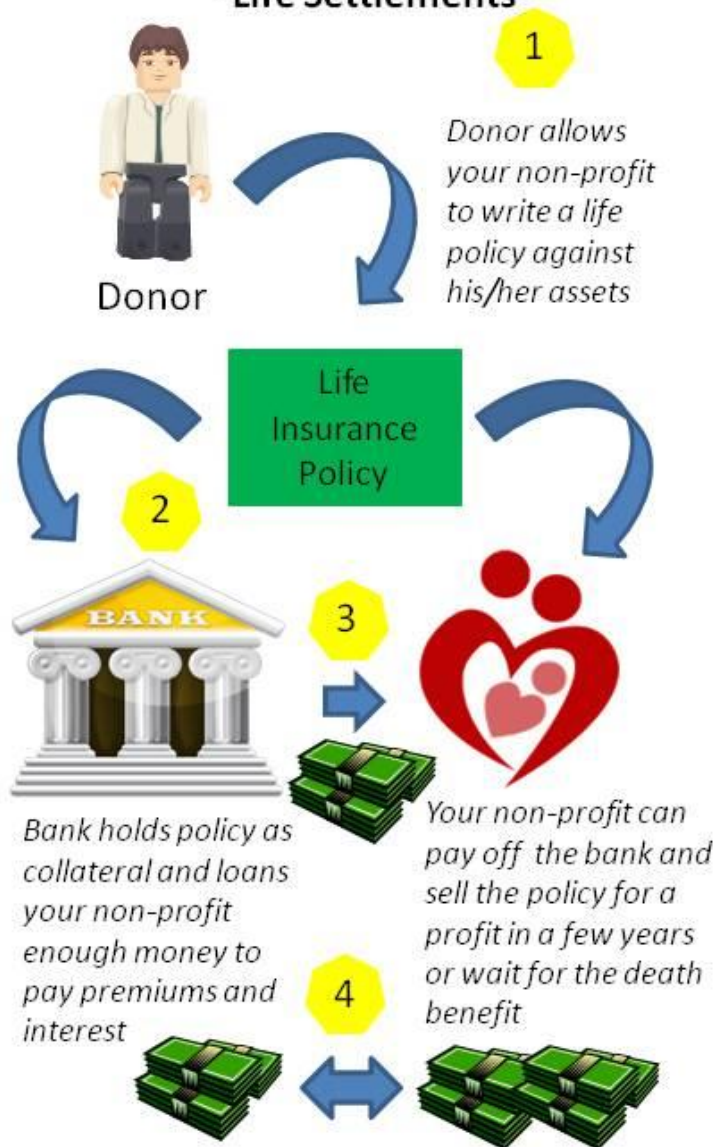
### **Ideas to Consider:**

You should consider reserving the right to keep a donor's policy in force during his or her lifetime, or to terminate the policy sooner for its cash-surrender value. This maximizes your options and avoids complications that might arise later.

Depending on the *irrevocability* of the life insurance policy, consider making the donor part of the legacy club mentioned in *Appreciated Securities* shown in this *Planned Giving* section. Remember that honoring contributors is an important element in keeping those important donors committed to the cause. And in the case of a *revocable* element, like being named a beneficiary on a life insurance policy, you want to make sure the donor feels appreciated. Otherwise, a simple call to their insurance agent will cause your organization's name to disappear from the policy.

As always, your board should consider being the first to take part in this kind of option, especially if they will be asking others to name your organization as a beneficiary in their life insurance policies. That participation establishes their own credibility with a donor. In the case of life insurance, it can be a modest percentage of a policy – 1-2% - but that establishes that board member's commitment to another donor.

## Life Insurance “Life Settlements”



**Video 115 - Life Settlements Illustration**

## Life Insurance - “Life Settlements”

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Life insurance payment to your organization as a beneficiary
Tax Benefit to Donor:	Tax deduction as per the discussion below
Other Benefit to Donor:	Easy to set up without capital
Potential Donors:	Any individual

### How It Works:

Life Settlements are considered to be a “no cost” gift that can be given to a non-profit organization. In a life settlement program, donors can provide a substantial gift to a non-profit organization without contributing cash or property. The gift is simply based on their ‘insurability.’ Any person within the proper age can do this – usually in their 70’s and 80’s. With the donor’s permission, the non-profit organization creates a Trust, and the Trust takes out an ordinary life insurance policy on the donor in the amount determined by the donor, given his or her net assets minus any existing life insurance policies.

In a “Life Settlement” the donor never pays the premiums for the policy because a bank - independent from the donor - lends the full amount of the annual insurance premiums (plus the interest on that loan) to the non-profit organization’s Trust, and holds as collateral the insurance policy owned by the Trust. No other collateral or credit guaranty is required from the donor, and the insured donor is never obligated on the bank note.

In the future, if the non-profit’s circumstances warrant the disposition of this asset, the Trust could elect to sell the policy in a secondary market that’s evolved around life settlements. This allows the non-profit to pay off the bank loans for the premiums, while at the same time, typically realizing net cash proceeds of 15% of the face value of the policy. The proceeds are given to the non-profit organization; the donor remains alive and can see the benefit to the non-profit



organization from this substantial gift. Depending on circumstances, the non-profit organization Trust could hold the policy until the donor is deceased and the non-profit organization, as beneficiary, would realize the face value of the policy minus the loan repayment for the premiums.

The donor never makes any cash payments nor provides a loan guarantee. There is never any effect on the donor's will, or trusts, or any part of their present or future inheritance plans. Also, nothing affects the donor's use of their assets at any time, and in fact, their assets could decline significantly in value after the policy is purchased by the non-profit organization's Trust, yet nothing would change either for the non-profit organization or the donor.

If the Trust elects to sell the policy before maturity, an institutional purchaser (usually large financial institutions) could continue to invest in the policy by paying all of its premiums and awaiting the face amount payment to occur in the future when the donor is deceased. It's considered a safe "hedge fund" against other, more risky investments.

Example of Gift Amounts if Sold on Secondary Market (Approximation):

Policy Type: Universal Life  
Insured: 82-year-old Male  
Face Amount: \$5,000,000.00

Policy Type: Universal Life  
Insured: 73-year-old Female  
Face Amount: \$2,500,000.00

**Net Proceeds: \$598,983.45**

**Net Proceeds: \$299,491.73**

### **Ideas to consider:**

The "Life Settlement" is a controversial insurance gift concept, due to its having evolved into an industry. The appearance of secondary markets to sell these policies, as well as radio ads, is at the root of the controversy. These radio ads appear in many parts of the country suggesting that investors are interested in purchasing life insurance policies of senior citizens (for their value in this secondary market). Further research is merited to ascertain the value of using "life settlements" as part of your planned giving portfolio. Use caution to ensure this program reflects properly on your non-profit.

## Personal Property



**Video 116 - Personal Property Gift Illustration**

## Personal Property Gifts

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale/Raffle of tangible personal property such as art, collectibles, antiques and similar items
Tax Benefit to Donor:	Immediate income tax deduction for the highest of fair market value or cost-basis, dependent upon it being for non-related use
Other Benefit to Donor:	No capital gains tax
Potential Donors:	Individuals of worth, or corporate giving programs

### How It Works:

This is a popular planned giving program. The donor transfers collectibles, rare books, an aircraft, paintings, antiques, or other similar personal property to your non-profit organization. The IRS defines this category as any tangible property except land and improvements thereto, such as buildings or other inherently permanent structures (including items which are structural components of such buildings or structures). Therefore, buildings, swimming pools, paved parking areas, boat docks, bridges, and fences are not considered tangible personal property, but production machinery and even signs attached to buildings can be considered tangible property.

Your non-profit may elect to hold the property, display it, or use it in the furtherance of your mission. Unless your organization is a museum and the donated piece is for display, you would usually elect to sell or raffle the property at some point in the future. That produces the monies needed for your programs.

The donor receives gift credit and an immediate income tax deduction for the appraised value of the gift and pays no capital gains tax, provided the gift satisfies the "related use" requirements of the IRS. The "related use" requirement is moderately complicated from a tax law perspective.

For gifts claiming a fair market value deduction of more than \$5,000, the donor must complete IRS Form 8283 and your non-profit organization is required to complete Part IV of the form. In Part IV, your non-profit organization is required to state if the property will be used for an unrelated use. This is the critical part: a related use might be a rare antique donated to a non-profit museum for display purposes, versus that same rare antique being given as an auction item to a non-profit cancer support group. As long as your non-profit organization indicates “no” to this question, the donor is allowed to use the higher of the fair market value or cost basis for the charitable deduction.

The IRS rule also requires that, if your non-profit organization disposes of the property within three years of the date of gift, then the donor is subject to an adjustment of the tax benefit he or she claimed. Usually this arises when the donor claims a tax benefit for the fair market value, and it exceeds the donor’s cost basis. If the item is later sold for less than the fair market value, then the donor has to adjust his or her deduction to the new lower amount, if it is still higher than the donor’s original cost.

As this can be a complicated concept, both the donor and your non-profit organization should seek guidance from a tax or legal professional if this situation applies.

### **Ideas to Consider:**

In certain cases, the donor may be able to use the tangible property to fund a lifetime income gift, such as a FLIP Unitrust. In this manner, it would benefit your non-profit organization and provide the donor with income now. Perhaps an example might be an extensive Disney art collection for a children’s non-profit to use as a visitor attraction for fundraising, but this would require extensive research. This is an area where you should definitely call in the experts: tax, legal, and planned giving.

And of course, consider making the donor part of your legacy club and provide that person with proper recognition. In all of your event plans, you would want to keep this donor close to your organization.

## Real Estate Gifts



**Video 117 - Real Estate Gift Illustration**

## Real Estate Gifts

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Sale or cost avoidance through the use of real estate
Tax Benefit to Donor:	income tax deduction based on the fair market value, as well as no capital gains tax
Other Benefit to Donor:	Donor can direct how the funds are to be used
Potential Donors:	Individuals of worth, or corporate giving programs

### How It Works:

In this planned giving program, the donor deeds his or her home, a commercial building, or an investment property to your non-profit organization. Your non-profit organization may use the property for its own purposes, or sell it and use the proceeds for its programs.

The donor receives an income tax deduction for the fair market value of the real estate, no matter what the donor originally paid for the property. The donor pays no capital gains tax on the transfer and the donor can direct the proceeds from his or her gift to a specific program that the non-profit organization operates.

### Ideas to Consider:

This is a time where 'creativity' abounds in the real estate market. Many individuals and corporations are sitting with empty space that you might be able to use for your corporate mission or for programs like a *Dollar Book Store*. Search out a corporate real estate professional that might help you find the right opportunity. They will have an in-depth knowledge of a person's current economic situation. They may also know of a situation where they can help you make this type of donation possible. The only caveat is to know that they will be potentially giving up a commission to create the connection, so you might want to honor them in other ways.

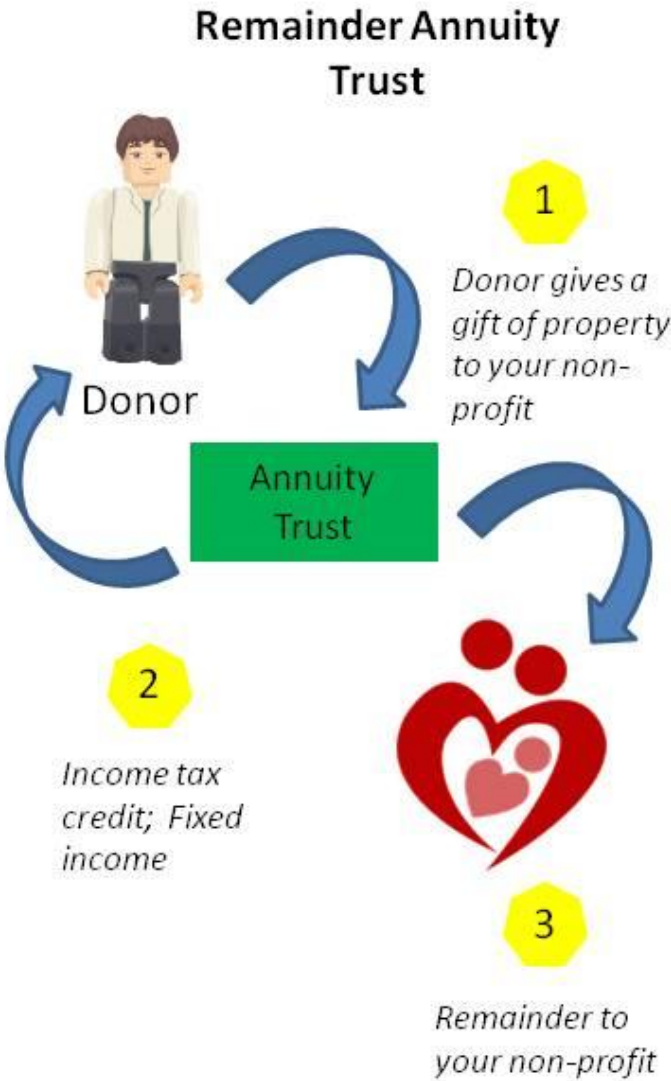
A general pre-warning is to avoid “toxic assets” such as time shares and other properties that come loaded with annual fees and taxes, and where the sale of the property might be difficult. If you are intending to use that type of property as a fundraising opportunity, then that could be a reason to take on the annual assessment and tax obligation.

The first step is to identify potential real estate donors. In addition to a real estate professional, your board might know of individuals and corporations who might be connected to your organization and concerned about your cause. These are your best prospects for a major gift of real estate. But don’t forget about corporations. A gift of real estate from a corporation might be very forthcoming in this economic climate.

As mentioned before, you should consider creating a uniquely named “legacy club,” where participation results from not only a substantial gift of real estate, but for similar donations discussed throughout this section of the book.

Donor recognition is also a must. When a large real estate donation is in the offering, you would make a suitable announcement through your newsletter and other appropriate media that shows what this individual has done for your organization. Even better is a story of how the donor may be personally connected. Honor these individuals at your events, which is yet another way of establishing your legacy club and its support. These activities both announce your legacy club, as well as entice others to join.

Invite potential real estate donors to tour your facility, and show how their real estate property will help you. If you don’t have real estate at this point, show them a “cause book” (see *High Income Cause Book*) or video that shows your organization’s work.



Video 118 - Remainder Annuity Trust Illustration



## Remainder Annuity Trust

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Acquisition of cash, securities and other appreciated property from a donor's trust
Tax Benefit to Donor:	income tax deduction for a portion of the donor's contribution to the annuity trust and no capital gains taxes
Other Benefit to Donor:	Stable and predictable income stream for the donor or designated beneficiaries
Potential Donors:	Individuals of worth in their later years

### How It Works:

In this planned giving program, the donor transfers cash, securities or other appreciated property into a trust. The trust makes fixed annual payments to the donor or to beneficiaries that the donor names. When the trust terminates, the remainder passes to your non-profit organization.

In exchange, the donor receives an immediate income tax deduction for a portion of his or her contribution to the annuity trust. The donor pays no upfront capital gains tax on any appreciated assets that they donate. In addition, the donor or his or her designated income beneficiaries receive stable, predictable income for life or for a term of years. And of course, the donor has the satisfaction of making a significant gift that benefits them now, as well as your non-profit organization later.

### Ideas to Consider:

With the long term capital gains tax rate moving from 15% to 20% in 2011, this will become a more attractive alternative. Before showing how an example might play out, let me point out that this book is not intended to give any tax advice, nor is the author qualified to do so. You

should work with a planned giving expert and a tax expert to create a more accurate projection and portrayal of this program.

Here's the example:

Let's assume that a donor is holding appreciated stock that's valued at \$100,000 from which he or she currently receives a \$1,000 dividend annually. Let's assume that they acquired that stock at \$10,000. The donor would like to reinvest the whole amount to produce more annual income, but will owe a capital gains tax on \$90,000 of profit if they do reinvest. The new capital gains tax will be moving from \$13,500 (at 15%) to \$18,000 (at 20%) in 2011. Let's say that the donor would like to make \$3,000 per year from the remaining monies.

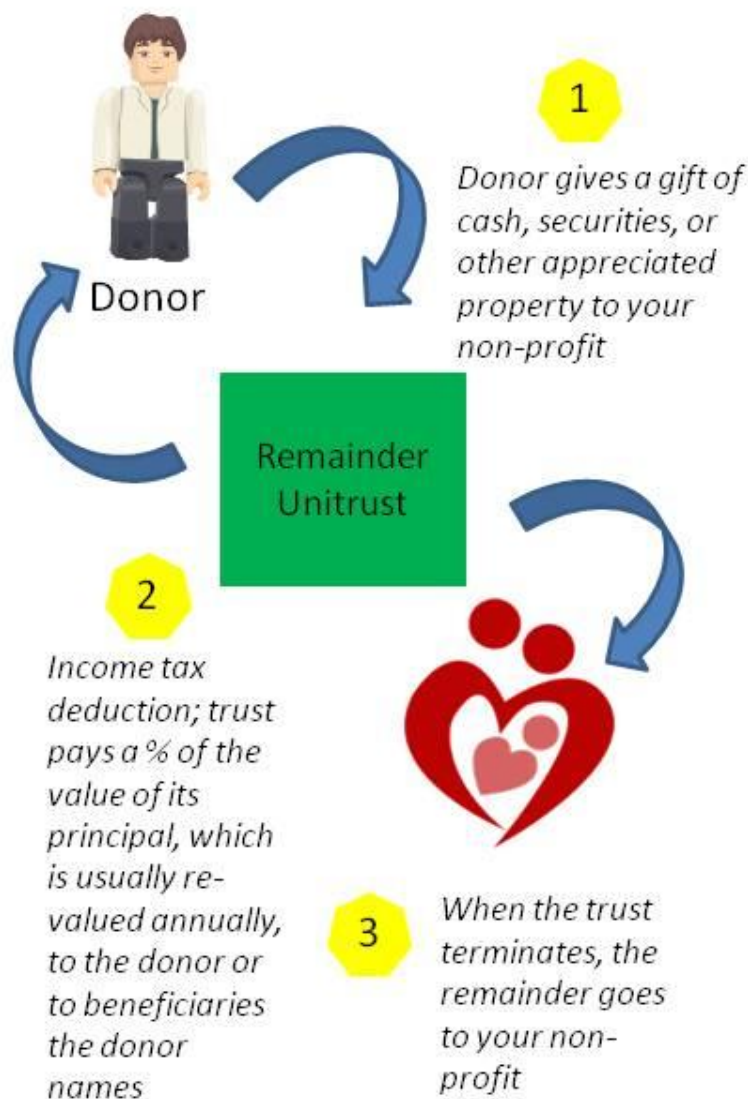
Instead, assume that the donor contributes the appreciated stock to a charitable annuity trust in your organization's name, and you offer the donor annual income of \$5,000. Here's an illustration of how the example might play out.

First is the calculation of the tax savings. Assume that the portion of this deduction that is considered a contribution is \$29,500 (this is an approximation). At 33%, that would amount to a tax savings of \$9,735. Second, you have to factor in the \$18,000 of capital gains tax avoided, to show the total impact. These two factors, together with the annual income amount, produce a plausible scenario for the donor to consider donating his or her appreciated securities to your non-profit.

Although the asset would be reduced by \$5,000 each year, minus whatever investment income you make from the principal amount, if the donor is in his or her 70's, there should still be a sizeable amount left at the end of the contract period, and the asset would then become available for your organization's use. This produces a win-win scenario.

Work with an expert to create a brochure with a similar example, and then identify potential individuals who might consider this option. Make sure that your investment strategy is very solid, as recent experience in the markets show how really dangerous this can be for the inexperienced investor.

## Remainder Unitrust



**Video 119 - Remainder Unitrust Illustration**

## Remainder Unitrusts (FLIP Unitrusts)

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Acquisition of cash, securities and other appreciated property from a donor's trust
Tax Benefit to Donor:	income tax deduction for a portion of the donor's contribution to the remainder unitrust and no capital gains taxes
Other Benefit to Donor:	Stable and predictable lifetime income stream for the donor or designated beneficiaries
Potential Donors:	Younger donors looking to make a donation and receive lifetime income

### How It Works:

This planned giving venue is a very productive partnership between you and the donor. The remainder unitrust (and FLIP unitrusts) address more of the donor's and donor's family's financial planning needs than any other life-income gift. With this gift, the donor transfers cash, securities or other appreciated property into a trust. In the case of a unitrust, the principal is re-valued on an annual basis. The trust then pays a percentage of the value of its principal to the donor or to beneficiaries that the donor names. When the trust terminates, the remainder passes to the non-profit organization.

The donor receives an immediate income tax deduction for a portion of his or her contribution to the unitrust. The donor pays no upfront capital gains tax on appreciated assets that he or she donates.

The donor or his or her designated beneficiaries receives income for life or for a term of years. The donor can make additional gifts to the unitrust as his or her circumstances allow and they can qualify for additional tax deductions. And again, they have the satisfaction of making a significant gift that benefits your non-profit organization later.

**Ideas to Consider:**

The charitable remainder unitrust is designed to pay the donor income, based on a fixed percentage. That fixed percentage remains constant, but the principal of the unitrust is gradually increasing. Your non-profit offers the donor an alternative venue designed to hold a temporarily non-liquid asset or a portfolio of growth securities for a period of time, while it pays the beneficiaries the lesser of the unitrust amount or the trust's actual net income. Called a **net-income unitrust**, this option is especially useful to donors who want to make a gift and secure a tax deduction now, but who don't need income back immediately.

A net-income unitrust can continue in this format for its entire term, or it can make up the accrued difference between actual income payments and the unitrust amount during years when the unitrust earns surplus income.

The **flip unitrust** is an attractive alternative which changes from an income-only payout to a fixed-percentage distribution when a pre-arranged event occurs. The most typical of these events is when the donor turns 65 or the property in the unitrust is being offered up for sale.

A net-income unitrust can change its investments to income instruments with no capital gains liability. As a result, it is an attractive tool for younger donors to build a supplementary retirement venue, or perhaps a tuition fund that will grow tax-free. In this manner, this planned giving tool allows the donor to distribute income when they and their family need it most.

This is another tool which needs a well thought out example – or several examples – to show a potential donor. Generally, having a seminar to discuss this type of investing with several key donors and estate planning attorneys is a good way to open this discussion, and a take-away brochure helps clarify the many intricacies involved.

## Retained Life Estate



### Video 120 - Retained Life Estate Illustration

## Retained Life Estates

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Acquisition of residence, farm, or vacation home from a donor's Life Estate
Tax Benefit to Donor:	Gift credit and an income tax deduction for a portion of the property's appraised value
Other Benefit to Donor:	The donor gets to remain in the property
Potential Donors:	Donors looking to make a donation but remain in their home

### How It Works:

This is a great program when a donor wishes to make a sizeable contribution, but the single largest asset is the home in which they're living. In addition, the donor(s) indicated that they want to live in their home for the remainder of their lives.

In this program, a family or an individual donor transfers (deeds) his or her residence, farm, or vacation home to the non-profit organization subject to a "life estate." This means that the donor can continue to live at the property for the remainder of his or her life, or for a specified term of years (life estate), while continuing to be responsible for all taxes and upkeep. The property passes to your non-profit organization when the life estate ends.

The donor receives a gift credit and an immediate income tax deduction for a portion of the appraised value of the donor's property. The donor can terminate his or her life estate at any time and take an additional income tax deduction, and of course, the donor has the satisfaction of making a significant gift now that will also benefit the non-profit organization at a later time.

### Ideas to Consider:

A general warning is to avoid “toxic assets” where the sale of the property might be difficult. If you are intending to use that type of property as an annual gift week, then that could be a reason to take on the annual assessment and tax obligation.

This is a good candidate for a brochure, as the gift credit can be sizeable. As an example (and this is based on a rate that fluctuates monthly), a \$500,000 home might yield around a 37.5% gift credit, or about \$187,400.

To help you identify candidates for this program, consider these two scenarios:

1. The donor’s children have grown up and left the household. The donor might own a vacation cabin which they think they might not be using anymore. But they’re unsure.
2. Perhaps the donor is considering a permanent move to a warmer climate, like Florida or Arizona, but they’re not sure they’ll like the new environment. The “Life Estate” offers protection against that uncertainty, because they still can move back and have rights to live in the property.

In both these situations, the establishment of a “Life Estate” protects the donor against these possible uncertainties. Should they end up not using the cabin anymore, or fall in love with their new warmer climate, they can always terminate the “Life Estate” and get another tax deduction at that point.



## Retirement Plan Assets



**Video 121 - Retirement Plan Assets Illustration**

## Retirement Plan Assets

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Donor makes your non-profit a beneficiary of a 401K or other retirement asset
Tax Benefit to Donor:	Income and estate tax avoidance
Other Benefit to Donor:	The donor can continue to take withdrawals during his or her lifetime
Potential Donors:	Donors looking to give a non-profit the most-taxed assets in their estate

### How It Works:

Under current tax law (please check with a tax attorney to get the most current information), unless the donor is 70½ years old, or older, or the distribution qualifies under the Pension Protection Act of 2006 as an IRA Charitable Rollover, any lifetime withdrawal from his or her retirement plan will be subject to income tax. That includes charitable contributions. If the donor is less than 59½ years old, he or she may also pay a penalty for early withdrawal. As a result, most donors under age 70½ use their retirement plans to make a gift bequest.

In this planned giving program, the donor names your non-profit organization as the beneficiary of the donor's IRA, 401(k) or other qualified retirement plan. After the donor passes away, any residual amount left in his or her retirement plan will also pass to your non-profit organization - tax-free.

A potential donor can escape both income and estate tax levied on the residual amount left in his or her retirement account by leaving it to your non-profit organization. As a general estate planning rule, many individuals give the most-taxed asset in their estate to a non-profit organization, and leave the more favorably taxed property to their heirs.

There is also another benefit. The donor can also continue to take withdrawals during his or her lifetime, as well as change the beneficiary if the donor's circumstances change.

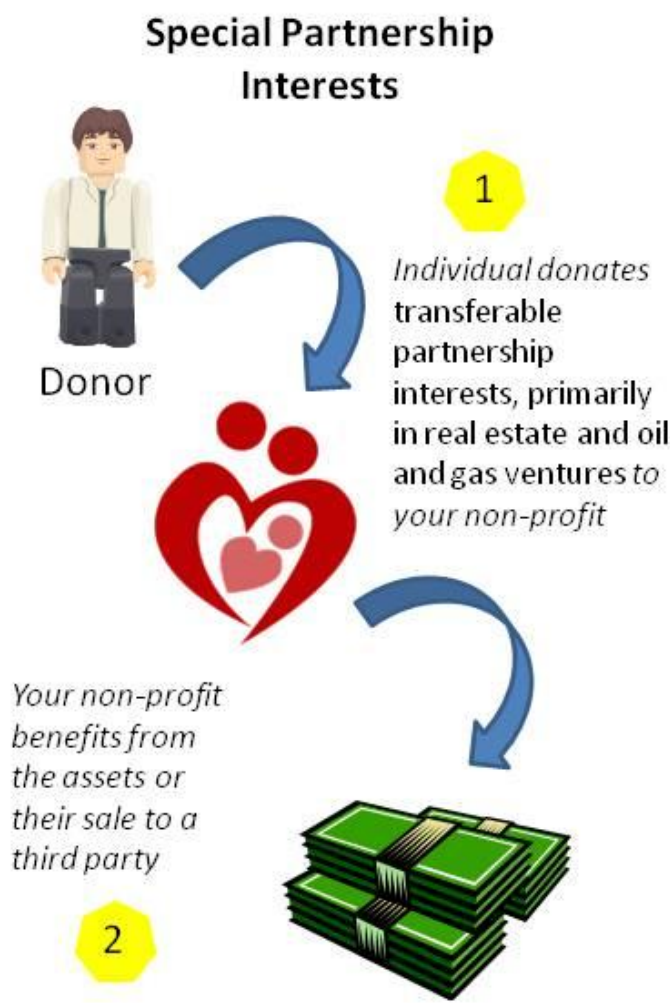
**Ideas to Consider:**

Identifying the right donor depends on an individual's personal situation. Here's how to identify what circumstances would favor a lifetime gift from a donor's retirement account. The donor would probably be faced with one or more of these financial circumstances:

- They anticipate a low overall tax liability for the year;
- They have adequate or surplus retirement savings; and/or
- Their other disposable assets, such as cash or securities, are limited.

Again, you will need help from some experts to identify and properly advise a potential donor. Choosing from amongst the variety of planned giving alternatives can be very confusing without a tax, estate, or other planning experts available to help you through the process.

It is strongly recommended that your non-profit organization secure the help of legal, insurance, banking and other professionals to help put these plans together. Each community usually has a *Planned Giving Council* that can help you get started, and a good resource for finding other professionals is the *Partnership for Philanthropic Planning* at [www.PPPNet.org](http://www.PPPNet.org).



**Video 122 - Special Partnership Interest Illustration**

## Special Partnership Interests

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Gifts of transferable partnership interests, primarily in real estate and oil and gas ventures
Tax Benefit to Donor:	An immediate income tax deduction for the appraised value of the donated partnership interest, net of any liabilities that might pertain to it
Other Benefit to Donor:	Under certain conditions, the donor may be able to gift a partnership interest to a life-income arrangement, such as a FLIP Unitrust.
Potential Donors:	Individuals of worth, or partnerships

### How It Works:

Gifts of transferable partnership interests are primarily in real estate or oil and gas ventures. These gifts can benefit both the donor and further your non-profit's mission. Gifts are usually made to your non-profit outright, but in some cases the partnership interest may be used to fund a life-income gift, such as a charitable *Remainder Unitrust* or a *FLIP Unitrust*.

Usually this type of gift results when the donor invested in a partnership to gain the tax losses generated in its early years. Once those tax losses have been realized, the donor may want to consider donating his or her interest once income starts flowing to the partners.

As a result, the donor will receive a charitable deduction for the gift, based on the difference between his or her share of the fair market value of the partnership and his or her share of its liabilities.

Because of the technicalities involved, some precautionary steps should be taken by the donor. The donor should first determine if the partnership allows shares to be transferred. Because gifts of partnership interests involve your organization in issues of marketability, taxation, liability, and the potential of later assessments by the partnership, the transfer should be thoroughly reviewed by an expert, and approved by your board of directors.

Both the donor and your organization should first consult with an attorney and an accountant to ensure this is an advantageous gift for each of you.

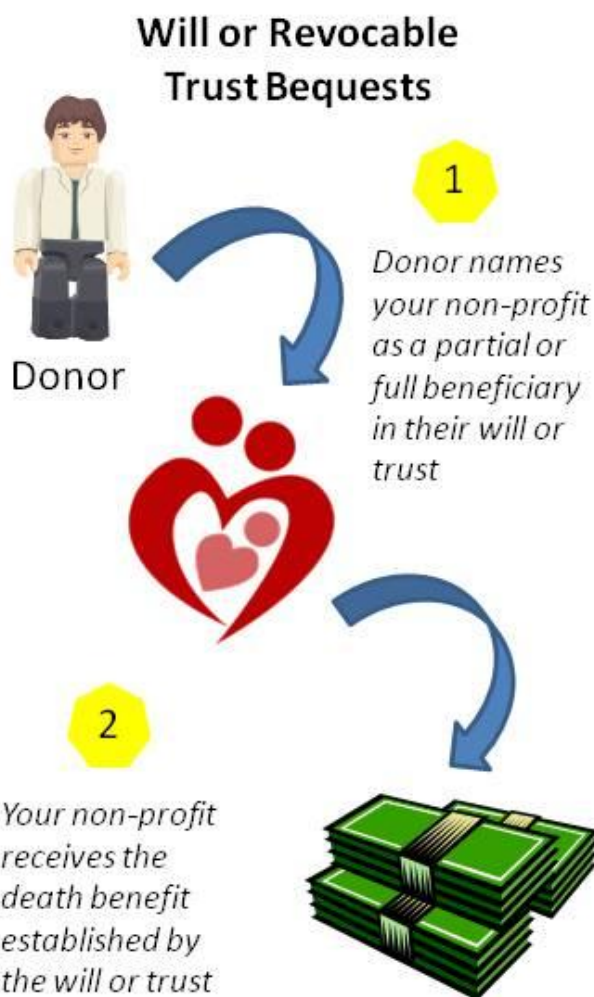
**Ideas to Consider:**

A general pre-warning is to avoid “toxic assets” that potentially come loaded with legal complications, annual fees and taxes, and where the sale of the property might be difficult. Get sound advice and ‘vet’ the situation thoroughly with experts in the area.

As mentioned before, you should consider creating a uniquely named “legacy club,” where participation results from not only a substantial gift of real estate or an oil and gas venture, but for similar donations discussed throughout this section of the book.

Donor recognition is also a must. When a large real estate donation is in the offering, you would make a suitable announcement through your newsletter and other appropriate media that shows what this individual has done for your organization. Even better is a story of how the donor may be personally connected. Honor these individuals at your events, which is yet another way of establishing your legacy club and its support. These activities both announce your legacy club, as well as entice others to join.

Invite potential real estate donors to tour your facility, and show how their real estate property will help you. If you don’t have real estate at this point, show them a “cause book” (see *High Income Cause Book*) or video that shows your organization’s work.



**Video 123 - Will or Revocable Trust Bequest Illustration**

## Will or Revocable Trust Bequests

Potential Revenues:	\$\$\$\$\$
Revenue Source:	Bequests to your organization as a beneficiary of a will or revocable trust
Tax Benefit to Donor:	Estate tax considerations as per the discussion below
Other Benefit to Donor:	Easy to set up without capital
Potential Donors:	Any individual

### How It Works:

The outright 'bequest' is perhaps the most common form used by donors to benefit a non-profit organization. Donors can provide a future gift to your non-profit organization by simply including a bequest provision in their will or revocable trust. Your non-profit organization receives the gift, and applies it to any purpose(s) the donor specified. If the donor did not specify a use, then the funds enter your non-profit without any restrictions.

The benefits to the donor are pretty straight-forward. The donor's assets remain in his or her control during his or her lifetime. In addition, the donor can modify his or her bequest if their circumstances change. This is also a very strong motivational factor for you to keep these donor's close to your organization.

In many cases, the donor will have a special purpose to which they want their bequest used. The bequest can be directed to that particular purpose, provided that your non-profit is comfortable with the restriction and that it's within your Articles of Incorporation.

There is no upper limit on the estate tax deductions that can be taken for charitable bequests, which can have important tax considerations for the donor's estate.



**Ideas to Consider:**

As this planned giving venue is easily changed by the donor, there are some key points to consider. The most important is how to keep this type of individual close to your organization. Below are some of the points mentioned earlier in this section.

A first step could be to create a uniquely named “legacy club,” where participation results from any of the gifts in this *Planned Giving* section that total some specific dollar amount. It could also be a yearly gift amount.

Donor recognition is your next step. When a large donation occurs, you would make a suitable announcement through your newsletter and other appropriate media that shows what this individual has done for your organization, and how the donor may be personally connected. Honor these individuals at your events, which is yet another way of establishing your legacy club and its support. These activities both announce your legacy club, as well as entice others to join.

Invite potential key donors to tour your facility, or show them a “cause book” (see *High Income Cause Book*) that shows your organization’s work. Or consider having a video that shows your work.

All of these ideas will help move you into the arena of planned giving. And you will find that there are professional advisors available that specialize in these areas. Use the resources mentioned at the start of this section to get more help.

## Appendix A

### Sample letter of inquiry - cause-related marketing

Below is a sample letter of inquiry that can be used for a cause-related marketing proposal. It's always best to arrange an introduction to the person that has the decision authority, as many organizations approach these individuals every week. You also want this letter on your official letterhead, and be prepared to show your IRS certification as a 501(c)(3) organization:

*December 6, 2010*

*Jane Smith  
Chief Financial Officer  
**Dollar Only Stores**  
4000 Main Street  
City of Commerce, CA 90023*

*Dear Ms. Smith:*

*The Dollar Only Stores set an exemplary standard when it comes to helping families enjoy brand-name products that they might not be able to otherwise afford. The Orphan Foundation shares those values in its efforts to financially help lower to middle income families adopt a child from the more than 143,000,000 orphans and foster care children around the world.*

*The Orphan Foundation would like to be "adopted" by the Dollar Only Stores for a fundraising campaign, and respectfully submits this letter of inquiry for your consideration. Below is a quick synopsis of the fundraising campaign we're suggesting, followed by some background on our foundation.*

**Summary of Our Proposal**

*In this letter of inquiry, we are proposing that we join forces to create a multi-win, cause-related marketing campaign. We're modeling this campaign after one conducted by Staples for another charity, which raised over \$860,000 in one month.*

*The proposal we're suggesting would be designed to create repeat store traffic, as well as help you deplete slower moving inventory taking up costly warehouse space. To make that happen, we are suggesting an in-store campaign that can be conducted by creating a special "scratch ticket," similar to the scratch tickets used by the state lottery. Your customers can then obtain a scratch card by donating \$1 to our foundation. When they scratch off the silver-coating, they will see a variety of prizes:*

- *Discounts on purchases made during their "next visit;"*
- *Items they could get for free, which you can track as donations to our 501(c)(3) non-profit;*
- *Shopping credits on their next visit; or*
- *Whatever else you feel would be appropriate and help you increase your revenues.*

*We think this campaign can be a triple win. Besides driving badly-needed donation dollars for our foundation's mission to help kids find families, you will be providing your customers with a worthy incentive for getting prizes for coming to your stores, driving additional return traffic, as well as helping to deplete overstocked inventories.*

**Cause-Related Marketing Campaign Statistics**

*The following are relevant statistics on cause-related marketing programs in the US, and the potential impact on branding, marketing and sales, as well as the connection to women consumers. We believe the stats are particularly appropriate to your demographics:*

- *80% of Americans say they would be likely to switch from one brand to another, when price and quality are about equal, if the other brand is associated with a good cause (compared to 66% in 1993)*

- 85% of Americans say they have a more positive image of a product or company when it supports a cause they care about (remains unchanged from 1993)
- 88% of Americans say it is acceptable for companies to involve a cause or issue in their marketing. (33% increase since Cone began measuring in 1993)
- 41% percent have bought a product associated with a cause in the last 12 months (compared to 20% in 1993)

\* 2010 Cone Cause Evolution and Environmental Survey (Reference: <http://www.coneinc.com/files/2010-Cone-Cause-Evolution-Study.pdf>)

### **The Orphan Foundation – Goals, History and Areas Served**

*Since December of 2006, The Orphan Foundation has provided hope and life lines to orphans in need. Our mission is to eliminate barriers to adoption, by providing financial support and information to adopting families, as well as services to institutionalized orphans and foster care children worldwide. We currently provide financial grants of \$1,250 to families who have successfully completed their home study, and who can demonstrate to our Board of Directors that a grant from our foundation will make the pivotal difference in their ability to adopt an institutionalized child.*

*Established by Joe and Tatiana DiDonato in 2006, The Orphan Foundation began in Newbury Park, California as an all-volunteer, non-profit organization committed to eliminating the financial barriers to adoption in our local community. In the beginning, The Orphan Foundation offered only two service programs – financial grants and information on how to finance an adoption – and confined its operation to Southern California. Support and interest grew rapidly, and we began to consider the challenge of meeting the needs of the large and increasing orphan population, which is currently estimated at 143,000,000 children worldwide.*

*Understanding that this expansion of services and programs would require more financial assistance, we filed and obtained 501(c)(3) status, and began appointing a strong and capable Board of Directors. We now have an 18-person board, and we are at the cusp of having to move away from an all-volunteer team.*

*With the Board's help, we have researched and worked diligently to meet this broader range of needs. This work has led to the creation of five goals for the foundation which cover the broader range of needs of institutionalized children in orphanages and foster care facilities:*

*Goal 1: To reduce the financial barriers to adoption by providing financial assistance and information for adopting families.*

*Goal 2: To increase a child's chances for adoption by providing necessary health and medical interventions by physicians and healthcare professionals.*

*Goal 3: To increase an older child's chances for adoption by providing adoption incentives and contact with potential adopting families.*

*Goal 4: To create volunteer groups that assist caregivers with the children while they await adoption, to prevent the development of mental or physical health problems that might become a barrier to adoption.*

*Goal 5: To help with transition to productive life styles, once the children leave their institutions.*

*As of December 2007, The Orphan Foundation has provided 43 financial grants for special needs children, ranging from \$1,000 to \$1,500 each. The children come from China, Russia, the US, Liberia, Guatemala, Korea, and Vietnam. The adopting families all reside in the continental United States, and are typically low to middle income families. We are currently backlogged in funding grants due to the visibility the foundation has achieved through CNN Headline News – Local Edition; The Dave Thomas Foundation; 805 Living Magazine; the Ventura and LA County media; and via our donation boxes which appear throughout the country.*

*To date most of our fundraising has been through our donation boxes that we've placed in retail locations. Although they are only small boxes that generate \$2-\$50 a month, the contributions have added up.*

*The Orphan Foundation's work is critical to reverse the rising population of orphaned children throughout the world, and to secure a better outcome than we are currently experiencing.*

*In Eastern European countries, less than 50% of the orphans live to see their 20<sup>th</sup> birthdays, and of those that do live, nearly 50% turn to drugs, prostitution, and crime to survive, when they leave the orphanages at the age of 17 or 18, and without families to help them transition successfully. The combined populations of orphans, and the "reclassified category" known as "displaced children," brings the total population of known orphans to 163,000,000, according to UNICEF statistics. In total, that would make the world's orphan population the 7<sup>th</sup> largest nation in the world. Without families or hope, the shared conclusion of our foundation is that this group of unwanted children will become society's loss and burden in the next decade.*

*Ultimately, we believe that adoptions should be free to families who want to open their hearts and homes to orphans and foster care kids around the globe. But the reality is that the average cost of an adoption ranges from \$19,000 for domestic adoptions, and \$25,000+ internationally, putting adoption "out of reach" for many prospective families. This situation could be remedied with the help of the Dollar Only Stores, and we respectfully invite you to join us in our efforts to find homes for the world's orphans, as well as help us care for those children-in-wait.*

### **Summary**

*We hope this proposal meets favorably with your company, and we thank you for considering our request to run this joint fundraising campaign. We also think your customers and their families would quickly get behind a cause like ours, and that this campaign would have universal appeal to your store's demographics and buying motivations.*

*We hope you will give this unique proposal your earnest consideration. If you have any questions, or need any further assistance, please feel free to contact me at [Joe@TheOrphanFoundation.org](mailto:Joe@TheOrphanFoundation.org), or on my cell at (805) 823-3552. We look forward to partnering with the Dollar Only Stores to serve adopting families across the nation, as well as all the*

*orphans and foster children of the world! Together, we can surely make a difference in the lives of many millions of children.*

*Warm regards,*

*Joe DiDonato*

*Co-Founder and Chairman*

*The Orphan Foundation*

*[www.TheOrphanFoundation.org](http://www.TheOrphanFoundation.org)*

*(805) 823-3552 Cell*

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## About the Author



**Joe DiDonato**

Joe is a senior executive whose background spans both the for-profit and non-profit worlds and whose experience ranges from staff and management functions to CEO and board positions. In addition, Joe's roles run the gamut from individual contributor to senior learning officer responsibilities at major corporations. Joe spends most of his time these days writing and consulting, with a special interest in facilitating "fundraising retreats" for non-profit organizations.

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Footnotes from *Honor Boxes* discussion:

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<sup>i</sup> White-Collar Crime Writ Small: A Case Study of Bagels, Donuts, and the Honor System, Steven D. Levitt, *The American Economic Review* Vol. 96, No. 2 (May, 2006), pp. 290-294; also:  
<http://pricetheory.uchicago.edu/levitt/Papers/WhatTheBagelManSaw.pdf>

## **NOTES**

*Author's note...*

*It seems to me that an idea is the most powerful force in the universe. When that idea is meant to improve our world, it seems to me that an even more powerful force is unleashed in our collective minds. It also seems to me that if we diligently feed that idea with kindness, love, and more ideas, that surely we will end up changing our world for the better.*

*It is my sincerest hope that the ideas in this book will help fuel your ideas, and that together, we will bring about a new and wondrous world. And no matter where we look, may we see hope ascending.*



Joe DiDonato

Over 350 pages of fundraising ideas compiled in a format that takes advantage of the internet. This is the perfect compilation of ideas to get your fundraising committee in high gear. The compilation of ideas includes non-profit, church, political, and school fundraisers.

Check out these features found in this novel eBook format:

- *Links to 88 video examples of fundraisers – Watch and Learn*
- *Links to vendors who can supply everything you need*
- *Easy to follow “how-to-do-it” instructions*
- *Quick snapshot of each fundraiser – from revenue potential to the types of volunteers you’ll need*
- *Cause-related marketing ideas, examples and a sample inquiry letter that landed multiple corporate partners*
- *Special section on “Planned Giving” showing easy-to-follow and understand illustrations on the 18 most popular programs*
- *Special section on youth fundraisers with over 40 examples*



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