



GRASSROOTS FUND RAISING



WORKSHOP OBJECTIVES

- PROGRAM MESSAGING & 65/35 RULE
- FUND RAISER EVALUATION:
IS IT WORTH MY TIME & RESOURCES?
- SHARING IDEAS THAT WORK

PROGRAM MESSAGING & 65/35 RULE

- US - Sarbanes-Oxley Act & Grassley Act
- Public Charities Watchdogs
- 65% of revenue/total income must go to charitable causes/projects & programs
- 35% of revenue/total income can go to Membership Development & Meetings
- \$100 raised = \$65+ must be used for your charitable cause or program/project.

Program Messaging

CONSISTENT MESSAGING & BRANDING

1. NATIONAL TP PROJECTS

- Utilize Canned/Packaged material specifically designed for the project
 - Co-Brand utilizing Corporate branding guidelines
 - www.pioneersvolunteer.org
- Pioneers Essentials – Branding and Project & Program Materials

Program Messaging (cont.)

CONSISTENT MESSAGING & BRANDING

2. LOCAL/HOMEGROWN PIONEER PROJECTS

- Utilize your Corporate branding guidelines
- Partner with Corporate Initiatives
- Clearly Identify your Group/Chapter/Council/Club on all media, hand-outs and signage.
- Identify what the proceeds will be used for. Be as specific as possible.
- Identify how much of the Net Profit will be used for the project (at least 65%)

What are the advantages of doing the same fund raising project year after year?

- Identifying project
- People look for you year after year
- Opportunity to “fix” what went wrong with the project this time
- Easier the second time around
- You can start planning next year’s project with discussing the successes/areas for improvement of this year’s project

What are the advantages of trying something *new* to raise funds year after year?

- Don’t get bored with doing the same thing
- Never know if something will work if you don’t try it
- Might get different members involved if you pick something they like

How do you know when enough is enough
and it's time to try something new?

- Trend \$\$\$-see when trend starts going down
- Listen to your members
- Listen to your donors
- Watch the market place trends

When you realize your project has a life of it's own
and it's over...**let it go!!!**

FUND RAISER EVALUATION:
IS IT WORTH MY TIME &
RESOURCES?



The secret to successful fund raising
is based on:

Getting buy in from the members
and others you wish to sell for

Being unique enough

Marketing well enough

For donors to see their value and want to participate

Donors

Opportunity

Lofty goals!

Limitations

Act!

Reap

Success!

DONORS

Ask yourselves:

- Who are your donors or buyers?
- How will you notify/market to them?
- Is there enough of a market for what you are selling?
- Do your members have access to your donors or buyers?

OPPORTUNITY for success...

- How many members WILL participate? (How do you know they will and what their level of support is?)
- Are there upfront costs?
- How much time is involved
- Do you have the resources (people/"things") you need?



LOFTY goals – set them!

“Make no little plans;

They have no magic to stir men’s blood

And probably themselves will not be realized.

Make BIG plans; aim HIGH in hope and work,

Remembering that a noble, logical diagram

Once recorded will not die.”

Daniel H. Burnham

LIMITATIONS

Are there any?



ACT!!!

And ASK!



REAP

The Rewards!



SUCCESS

CELEBRATE IT!



SHARING IDEAS THAT WORK



BRAINSTORMING

1. WRITE IT DOWN
2. DO NOT INTERRUPT
3. POSTPONE EVALUATION
4. QUANTITY NOT QUALITY COUNTS
5. EVERY PERSON & IDEA HAS EQUAL WORTH

EXERCISE #1

Brainstorm up to 10 Fundraising Projects that your Chapter/Councils or Clubs have done that are successful and you have done for more than 3 years in a row.

YOU HAVE 5 MINUTES

Using the following checklist, determine why they were successful.

- TIMING WAS RIGHT
- EASE OF EXECUTION
- VOLUNTEER RATIO WAS APPROPRIATE
- HAD A BUDGET/STAYED WITHIN
- 65% OR MORE \$\$ WENT TO THE PROJECT
- LOW OVERHEAD/HIGH PROFIT
- BRANDING
- MEDIA OUTREACH
- MET OBJECTIVES
- INCLUDED VOLUNTEERISM

Pick the Top 2 you would recommend to other Chapters as being "generic" enough to execute across the US & Canada and tell us WHY? Include the Chapter Name for the projects.

YOU HAVE 10 MINUTES

EXERCISE #2
BRAINSTORM

Board up to 10 Fundraising Projects that your Chapter/Council or Clubs did just once and were very successful.

YOU HAVE 5 MINUTES

Using the following checklist, determine why they were successful.

- TIMING WAS RIGHT
- EASE OF EXECUTION
- VOLUNTEER RATIO WAS APPROPRIATE
- HAD A BUDGET/STAYED WITHIN
- 65% OR MORE \$\$ WENT TO THE PROJECT
- LOW OVERHEAD/HIGH PROFIT
- BRANDING
- MEDIA OUTREACH
- MET OBJECTIVES
- INCLUDED VOLUNTEERISM

Pick the Top 2 you would recommend to other Chapters as being "generic" enough to execute across the US & Canada and tell us WHY? Include the Chapter Name for the projects.

YOU HAVE 10 MINUTES

GRASS ROOTS IDEAS
& Other Things to Consider

- GRANT WRITING
- SELLING ITEMS TO CO-WORKERS or SELLING ITEMS TO OTHERS
- PIONEER ESTORE SALES
- FUNDRAISING FOR A SPECIFIC CAUSE/ORGANIZATION
- ON-LINE AUCTION (BiddingForGood.Com)
- SOCIAL MEDIA-FACEBOOK, TWITTER, LINKEDIN
- PARTNERING WITH OTHER ORGANIZATIONS
- PARTNERING WITH COMPANIES (TRAVEL, LOCAL RESTAURANTS
BAKINGFORGOOD.COM (northeast)
- SEASONAL SALES - Holidays, End of Summer Market, Cookies
- VENDOR SALES
- FARMERS MARKETS - PIONEER BRANDED/ORGANIC PRODUCTS
- BUY WHOLESALE USING NP STATUS
- ATTEND GIFT SHOWS & PLAN AHEAD
