

CHARITY FUNDRAISING IDEAS

There are too many charity fundraising ideas to list them all here but we've listed a few and touched on some ideas to get you started. Something to bear in mind when you are thinking of a way to raise more money is that often the best ideas are the ones that are "outside the box". Creativity and originality do go a long way in having a successful fundraising event so try to come up with an idea that is as uniquely your organization's as possible. Of course, there's much more to it than that so here are some key things to consider before you implement your charity fundraising idea.

Events

Large or small events provide a wonderful opportunity to promote your organization, meet new potential supporters, let the community put a face to the people in your organization and involve the community at large in your fundraising efforts.

There are many types of events from children's Looney birthday parties and lemonade stands, to small bake sales and white elephant tables, to galas and wine tastings to runs and walks that involve thousands of participants.

No idea is too large or too small as long as the planning and organization required to put it all together and keep it all together is in line with the size of the event.



Staff & Volunteers

No matter what your idea is it won't work unless you make sure that you have enough people, both staff and volunteers, available to put it together and pull it off smoothly. Even the simplest fundraising events require detailed planning and preparation to run successfully, however; even with the best laid plans things won't run efficiently unless you have enough people in place to oversee necessary tasks and procedures that will keep it running smoothly.

Here are some questions you can answer to get you started on an organization plan:

- 1 How many staff members will be responsible for overseeing the fundraiser?
- 2 Do you need to hire more or specialized staff just for the event or are the staff members currently employed at your organization sufficient to operate the event.
- 3 How many volunteers will you need to complement the staff members?
- 4 Will you need to hire an outside company to plan and manage the event?
- 5 If you are using current staff members to run the event and it is held outside of regular business hours are the staff members you plan to use available to work the event on the day or evening or night before, of and after the event?
- 6 If the event is held in a venue other than the normal work place do your current staff and volunteers have adequate reliable transportation to the venue site or is this something you need to arrange.

Your staff and volunteers play a vital role in the success of your event. Remember to keep them motivated throughout the planning, preparation and day of the event to ensure they are just as passionate about your cause and the event as you are.

Always remember to include a thank you gift or host an appreciation night for your volunteers. They are not getting paid for their time and you want them to continue to be passionate about your cause and volunteer again in the future.

Third Party Events

A third party event is an event that is run entirely by volunteers or by another organization in support of your organization.

For promoting third party events you may not need to provide the organizers with actual marketing materials but you may want to provide them with your organization's logo, the PMS colours you use in your promotional materials and any other branding that will identify your organization in their marketing materials for their third party event. You should also provide the organizers with your rules as to how your brand may be displayed and you will probably want to have sign off privileges for any marketing materials bearing your logo or other branding specific to your organization that the third party organizers create and distribute to promote the event.

You will also need to provide the third party organizers with the following:

- 1 A secure means of collecting donations and registration fees – preferably with an audit trail.
- 2 Any operational guidelines that your organization has regarding events run by third parties.
- 3 Your policy (in accordance with CRA rules) with respect to tax receipting for third party events.

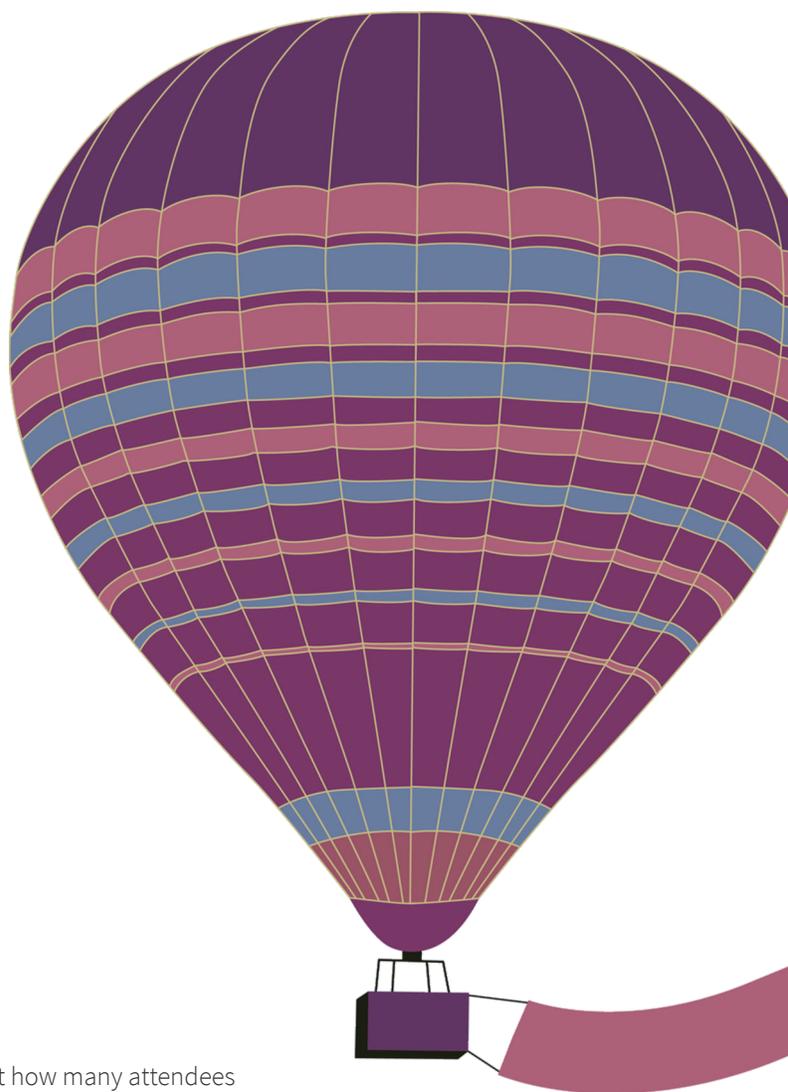
As with your volunteers, always remember to send a thank you gift or acknowledge the organizers of third party events in some public way such as notices in your lobby, a listing in your newsletter or a local newspaper. You may also want to include the organizers in your volunteer appreciation program because like the volunteers, they are not getting paid for their time and you want them to continue to be passionate about your cause and run third party events again for you in the future.



Timing And Location

The timing and location of your charity fundraising idea is important. Here are some questions you can ask and answer to help you consider when and where it is best to hold your event.

- 1 Is it an outside event?
- 2 If so, do you have a backup plan in case the weather does not cooperate?
- 3 Is it an indoor event?
- 4 If so, is the venue air conditioned if you anticipate it may be hot on the day of the event? Remember indoor venues tend to heat dramatically up once they fill up with people.
- 5 Is the venue heated if you anticipate outdoor temperatures will be cold?
- 6 Are the washroom facilities at your event site sufficient to accommodate the number of attendees you anticipate hosting?
- 7 Are there other charitable or major sporting events going on that day in the same jurisdiction that may have a negative impact on registration for your event?
- 8 What time of day is your event? The timing could impact how many attendees show up. Research similar events and see what time and day of the week they used. Keep your donors/participants and target demographic in mind when choosing the location, day and time of your event.
- 9 Is the venue donated or free or are you paying a fee to use it?
- 10 If you are paying a fee to use the venue what is your breakeven point just to cover the cost of renting the venue?
- 11 Is the location of the event easily accessible to your target demographic?
- 12 Is there easy transit access or ample parking nearby?
- 13 Is the event likely to upset or interfere with residences or businesses near the event site?
- 14 If so what is the potential impact to your organization if there is a negative response from members of the community?



Fundraising Appeal

Your event, large or small should have a specific appeal, a stated purpose as to what you are raising the money for. People will donate to, participate in, purchase tickets to or purchase goods in support of an appeal for a cause that they care about. Something that for whatever reason is important to them, or someone they care about.

State your purpose clearly and concisely and then make sure that the funds you raise are actually used for the purpose for which they were intended.



Fundraising Goals

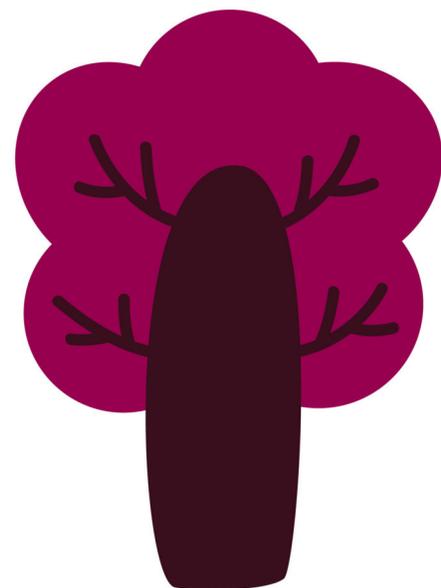
All charity fundraising events need a monetary target or a goal to strive for. Monetary goals are a must for all events even the local school bake sale. Giving your volunteers a goal pushes them to work that much harder and giving your donors and participants a goal gives them a call to action, something to progress towards.

If you are running a peer-to-peer event like a run, ride, walk or dance marathon where individual participants and teams set their own goals, try to make sure their goals are realistic and attainable for them. This can be done by suggesting some realistic target monetary goals based on whether the registrant is a team or an individual, their age, etc.

Fundraising Fun

Events are a lot of hard work but they can also be a lot of fun. They provide an excellent opportunity for management and staff from not-for-profit organizations to really interact, face to face, with their constituent base, their volunteers and the community at large as everyone pulls together to reach a common goal.

Brainstorm with your staff and come up with your own list of charity fundraising ideas that will work for your organization and your available human and financial resources. Then put together your plan for what you'll be able to manage efficiently, and get out there and have some fundraising fun. If a good time is had by all you can be sure the attendance at your event will grow year after year.



FUNDRAISING EVENT IDEAS

Did you know that great fundraising event ideas can revolve around special days and holidays? These days may provide great inspiration and will provide hooks around your event to help you raise the most funds for your cause.

Religious Holidays and Observances

Religious groups and organizations often take advantage of religious holidays to get their messages out to their donors and raise more funds through special events. Some of the mainstream religious holidays celebrated in North America are listed here.

- 🕒 All Saints' Day
- 🕒 Dia de los Muertos
- 🕒 Hanukkah
- 🕒 Christmas Day
- 🕒 Epiphany / Three Kings Day
- 🕒 Carnival / Mardi Gras/ Shrove Tuesday
- 🕒 Ash Wednesday
- 🕒 Palm Sunday
- 🕒 Passover
- 🕒 Good Friday
- 🕒 Easter Sunday
- 🕒 Rosh Hashanah
- 🕒 Yom Kippur

Multicultural Holidays and Observances

Multicultural holidays offer fundraising event opportunities for all charities. We live in a country that celebrates our heritage and diversity. Be inspired by the observances below as an opportunity to embrace and celebrate all of your donors.

- | | |
|-----------------------------|---------------------------------|
| 🕒 Robbie Burns Day | 🕒 Earth Day |
| 🕒 Valentine's Day | 🕒 May Day |
| 🕒 Groundhog Day | 🕒 Mother's Day |
| 🕒 Family Day | 🕒 Father's Day |
| 🕒 Chinese New Year | 🕒 Labour Day |
| 🕒 International Women's Day | 🕒 UN International Day of Peace |
| 🕒 St. Patrick's Day | 🕒 Halloween |



Schools & Education

School fundraisers aren't just for little kids. Our fundraising ideas will work for all levels of students and some even work for alumni.

- 🌀 Raffles
- 🌀 Bake Sales
- 🌀 Garage Sales
- 🌀 Civvies Day (non school uniform day for charity)
- 🌀 Read-a-thons
- 🌀 Spelling Bees
- 🌀 Quiz days
- 🌀 Alumni Reunions
- 🌀 School fair
- 🌀 Candy grams (secret admirer notes)
- 🌀 Mother's Day Flower Sale
- 🌀 Diversity Potluck
- 🌀 Haunted House



Social Engagement

Social networking has developed into a mainstream communications channel. These fundraising ideas will ensure that you target and connect with the younger technologically savvy generation.

- 🌀 Wallpaper
- 🌀 Ringtones
- 🌀 Facebook Causes
- 🌀 eBay auctions
- 🌀 Text donations
- 🌀 Twitter
- 🌀 E-Appeals



Miscellaneous

These fundraising ideas don't fit into any of the above categories but they are still a great way to get your donors involved.

- 🌀 Guessing jars
- 🌀 Ink jet recycling
- 🌀 Karaoke fundraising
- 🌀 Murder mystery
- 🌀 Polar bear plunge
- 🌀 Vending machines
- 🌀 Silicone Wristbands
- 🌀 Church choir concert
- 🌀 Yard Work



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fundraising solutions

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Let us help you manage your event receiving, caging, data processing, data entry, tax receipting, and more from our PCI compliant data centre in Toronto.

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