



## Fundraising and Development is a TEAM effort

Fundraising and Development starts with a good chairman; appoint a member who is motivated, organized, experienced at setting goals, delegating tasks and monitoring event progress. One person cannot do it alone; she will need a committee.

Each fundraising event is different, but may require subcommittees. Some suggestions are a project selection and beneficiary liaison, venue selection, ticket sales-if it is an event, sponsorship and auction chairman, day-of event volunteer coordinator, publicity and community involvement liaison, and your set up and clean up crew.

### **Who, What, When, Where, Why and How**

Remember these when planning your fundraiser

**WHO:** Who will be attending? Is it just your club members, or is it your club members and the community?

**WHAT:** What "kind" of fundraiser you have depends on how much money you wish to raise.

**Small fundraisers:** 50/50 raffle, coupon book sale, donations from local restaurants from meal purchase or proceeds from gift wrapping at a local store or bake sale.

**Large fundraisers:** Garden and house tours, Festival of Holiday trees, Luncheon and Fashion show, Santa or Easter Bunny Pancake Breakfast, Father/ Daughter dance, or even an elaborate evening event with dinner and dancing.

**WHEN:** Know your community, when is the best time of the year to hold your event? Does it conflict with other organizations events, holidays or community athletic events? Is there another organization you can partner with during peak times (spring/fall)?

**WHERE:** Is your event inside or outside? Is it a large venue at a ballroom or is it at a local community center? Stay within your budget, but allow your guests enough room to be comfortable during your event.

**WHY:** Why are you fundraising? Is there a specific cause you will donate to? What is your club doing with the funds? Let your guests know what their donation is supporting. You can also use your "Cause" to help generate interest in your club for new members. When the community knows what you support they may have an interest to join.

**HOW:** Plan! Select a good chairman and sub committee chairmen who will get the job done. Know your overall financial goal you want to attain and get the word out about your event. Have Fun “FUNdraising” and good luck!

## **GFWC Fundraising and Development Partnerships**

### **Flower Power & Terri Lynn**

GFWC partners with these two companies to assist you in your fundraising efforts. They each bring a variety of items that can help your club meet your financial goals. GFWC Florida would like every club to consider these companies when planning their fundraising ideas.



**Flower Power Fundraising** offers only the finest bulbs and plants available from growers in Holland and the United States with an unconditional 100% money-back guarantee. Visit Flower Power at: <http://www.flowerpowerfundraising.com/GFWC>



**Terri Lynn Fundraising** has over 75 years of family tradition offering healthy and delicious gourmet products. Earn profits for you and your club selling premium nuts, chocolate confections, and scrumptious dried fruit selections. For more information, visit Terri Lynn at [www.terrilynnfundraising.com](http://www.terrilynnfundraising.com)