

## ***Putting the "Fun" into Fundraising***

### **I. Introduction: (5 minutes)**

**Thank you so much for joining us today to explore how to put the "Fun" back into "Fundraising".**

**Today we are going to explore:**

- **How to Create Successful and "Fun" Fundraisers**
- **Opportunity to hear about some great fundraising ideas done by other groups**
- **Generate some new ideas of your own.**

**How many of you absolutely LOVE fundraising?**

*Expect only a few hands to be raised.*

**Fundraising endeavors can sometimes seem to zap the "fun" out of things. Turn to the person next to you and share one reason why you tend to dread fundraising.**

*Allow about one minute for people to share.*

**What were some of the reasons people shared?**

*Expect things like:*

- *Takes a lot of time*
- *Takes a lot of effort*
- *I hate asking people to spend money*
- *It's hard to get people to participate*

**Fundraising efforts don't need to be difficult. They actually can be a lot of fun. Let's take a minute to explore some of the critical elements that are needed for a successful and "Fun" Fundraiser.**

### **II. How to Create Successful and "Fun" Fundraisers (15 minutes)**

**Let's take a look at some of the elements that need to go into a successful and "fun" fundraiser:**

#### **1. Know the "Rules"**

**It is critical for the success of your fundraisers that you know what you can and can't do when fundraising. Before planning or participating in any fundraisers, please make sure to reference the official guidelines, *P.E.O. Fundraising*, available in the Policies section of the IOLC which can be found on the P.E.O. International website**

**<https://members.peointernational.org/system/files/content/document/iolcpoliciessectionupdated1.7.16.pdf>.**

**In addition to the helpful information there, it is critical to review these guidelines to protect our 501©(4) status. And, to avoid the disappointment of getting too far down the road of planning only to discover a stumbling block.**

## 2. Timing

**I'd like to share a case study with you and have us explore what might have gone wrong.**

*Chapter EV had a wonderful idea for a Silent Auction Dinner. They held their event in February on a Saturday night on President's Day weekend. They had access to a Club House room that evening and felt this would help keep their costs down. There was a group of five members in their chapter who did all the planning and they asked chapter members to sell tickets. They had 50 seats available but unfortunately their members were only able to sell 30 tickets. Many people were out of town that weekend due to the holiday on the Monday. On the night of the event, their town was hit with three inches of snow fall. Unfortunately, only 21 people showed up and a lot of food went to waste. In the end, they only made \$100.00 profit after all expenses and it was a lot of work. No one is willing to do that again.*

**What are some things you would advise another group to consider when looking at timing for a Fundraiser event?**

*Ask participants to share some things they would give as advice for timing of fundraisers. Add in additional information that isn't brainstormed.*

- Consider things like school vacations, holidays, snow-birds, sporting events and summer festivals
- Consider how potential weather, such as winter could impact the evening.
- Consider the time you start. Saturday evenings are traditionally easier than Friday evenings when people are coming home from work and traffic can be bad

## 3. Share the work load

**P.E.O. does a great job involving everyone in the chapter by placing them on committees and helping them find places to be involved. The more people in your chapter who participate in the planning and running of your fundraiser events, the better attended they will be and the greater chance that the work load can be shared.**

**Consider using on-line sign-ups to help with communicating what work needs to be done for the event, ways in which people can sign-up to help and know what to bring.**

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

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

**Both of these sites are easy to use and can help you create list of roles based on time-slots and also job needs. You can also create lists of things for people to bring to contribute to the event.**

**Encourage sign-up at your chapter meetings and begin your sign-up process early (even 4-5 months before an event) so that people can get it on their calendar.**

## 4. It's All in the Details

**Let's take a minute to explore the details that need to be addressed to have a successful fundraising event. Please get into groups of 4-5 people. You have five**

**minutes to brainstorm all the critical details that are needed to put on the following Fundraising Event:**

***The Polar Express: A Holiday Party for Families***

*Allow groups five minutes to brainstorm as many details as they can that would need to go into making this a successful event.*

*Ask groups to share some of the details or things that would need to be done to make this a success. Add ideas if they are not brought up in the brainstorming:*

- *Where will the event be held?*
- *When will it be held?*
- *Ticket cost?*
- *How will it be advertised?*
- *How many people will it take to put this on?*
- *What supplies will need to be purchased?*
- *Are there any risks involved?*
- *What will the money go towards?*

**5. Build in Elements of Fun**

**First and foremost, all of our Fundraising efforts should lend to the building of our sisterhood. Not just raise money for our projects, but bring us together as sisters.**

**Look for ways that each and every Fundraiser event can be used to build up your chapter. Here are some things to do to add “fun” into your “Fundraisers”**

- Make planning fun
  - *Get together over coffee or a glass or wine to do the planning. Make it fun and interactive.*
- Involve the newest members of your chapter
  - *Assign new members, easy but fun tasks to help them feel involved and connected to the greater purpose of your chapter. Pair them with a long-time member.*
- Incorporate social opportunities into your fundraisers
  - *Make events family friendly or an opportunity to invite a friend who isn't already a P.E.O.*
- Involve Family Members
  - *Doing a Fashion Show or Auction? Ask a BIL to be the MC or Auctioneer. Ask children to man the ticket table. Involving everyone makes it more fun.*
- Make a Fundraiser part of your chapter tradition and celebrate this tradition
  - *Volunteer every year for the Arts Festival and set up a time at the end of running the booth that everyone gathers for the closing ceremonies or has a picnic together to celebrate.*

**III. Let's Hear From Others (20 minutes)**

*At this time, invite the panel (3 people who have been asked) to come up and share their chapter's most successful Fundraiser events. Allow each person 5 minutes total to talk and take 5 minutes of questions at the end.*

**IV. Let's Hear From You (15 minutes)**

*Ask participants to join together in groups of 4-5 people and share their chapter's best fundraising ideas.*

*Ask one person to compile their group's ideas on a sheet of paper that they turn in at the end. These ideas will be compiled and provided on our State website.*

**Thank you so much for your wonderful ideas. Don't forget that if a chapter has items to sell, they can be listed for free on the Ohio website MarketPlace. There is a fee, but they can be listed in *The Record*, too.**

**Also, don't forget about our amazing P.E.O. Bed and Breakfast fundraising opportunity. Whether your chapter utilizes this opportunity or you simply support this endeavor by staying at a P.E.O. Bed and Breakfast during your travels, this is a great way to raise money to support our projects.**

**V. Closing (5 minutes)**

**Thank you so much for coming today and your participation. We'd love to hear from you. Encourage your Chapter President to share your chapter's "fun" fundraising ideas with us in your President's letter. We'll continue to add to our Fundraising Ideas list and watch it grow.**

## Putting the “Fun” into Fundraising Quick References

### Tips for Creating Successful and “Fun” Fundraisers

- Know the “Rules”
  - Refer to the Policies section on P.E.O. Fundraisers in the IOLC (Instructions to Officers of Local Chapters) available on the P.E.O. International website  
<https://members.peointernational.org/system/files/content/document/iolcpoliciessectionupdated1.7.16.pdf>
- Consider Timing (daytime, nighttime, weekend, weekday, Fall, Spring etc.)
- Share the work load by utilizing many volunteers
  - [www.signupgenius.com](http://www.signupgenius.com)
  - [www.volunteerspot.com](http://www.volunteerspot.com)
- Take time to plan all the details
  - *Where will the event be held?*
  - *When will it be held?*
  - *Ticket cost?*
  - *How will it be advertised?*
  - *How many people will it take to put this on?*
  - *What supplies will need to be purchased?*
  - *Are there any risks involved?*
  - *What will the money go towards?*
- Build in Elements of Fun

### Additional Resources:

- Brand Resource Center <https://members.peointernational.org/resource-library/local-chapter-members/brand-resource-center> gives information on the ins and outs of publicizing your event appropriately.
- Search state websites for state reciprocity groups listing of successful fundraisers
- Pinterest: search for P.E.O. Fundraising Ideas
- *The Record* archives (International website has an index)