

WELCOME TO **FUN**DRAISING FOR OSHKOSH

2014 International Pathfinder Camporee

FOREVER FAITHFUL

Oshkosh, Wisconsin | August 11 - 16, 2014



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Why

- Two things to ask yourself before starting a fundraising campaign
 - ▣ First is, WHY ARE WE FUNDRAISING?
 - ▣ Second is, Why does the person or individual need to give us money or goods? What's in it for them?
- Develop your story. Your story will connect the donor to the cause.



What

After asking why we need to fundraise ask yourself –
What...

- ❑ What do you need? Money, services, goods, etc.
- ❑ What are you going to ask for?
- ❑ Develop a list of what you need. Your ultimate goal.



Who

After developing your Why and What, ask yourself,
Who...Who do we need to ask?

- Who can help us?
- Who has a vested interest?



How

- After developing your Why, What and Who, ask yourself, How...How do we ask?
- This is how you begin to develop ideas for fundraising



Where and When

- And lastly are the Where and When.
- Where do we do our fundraisers and when.
- Remember place and timing are very important.
 - Don't sell ice cold lemonade at the Christmas parade
 - Don't sell hot chocolate at the July the fourth celebration
 - Do sell lemonade at the fourth of July celebration
 - Do sell hot chocolate at the Christmas parade



Most clubs will participate in some forms of fundraising to get to the International Camporee. Here are some tips to help you get started.

1. The Personal Touch

Most people respond better to face-to-face personal requests for donations than to mass-mailings or telephone appeals.

2. Targeted Requests

People seem to prefer giving money to specific projects rather than the general operating funds. Be ready to summarize three or four projects you'd like to accomplish - such as the Camporee. Know how much the projects will cost.

3. Planned Giving

You probably will find people more interested in giving on a regular, monthly basis than in giving a single, large donation. Apparently it's easier to say, "I'll give you \$50 a month, than "I'll give you \$500."

4. Show Appreciation

Be sure to follow a donation with a thank-you letter. Don't create a form letter, write a personal, to the point note expressing your gratitude.' -- from the ABZs of Adventist Youth Ministry. This is a great resource and is available through [Advent Source](#).

5. Supply Tax Reduction Receipt

Be sure you give receipts for donations so that the donators can report the donation as tax-deductable (USA).



6. Offer Quality

Always put out the highest quality of work possible. Donors do not like donating when the quality is sloppy!

7. Set Goals

How much do you need to raise? What is your time period? How will you know how much you have earned and how much you have yet to raise? How will you credit Pathfinders who "show up" and "help" all the time, vs. those who aren't involved very much in the fundraising? Once you determine your goals tell EVERYONE about them!

8. Take Care of the Money

Have at least two adults responsible for collecting, counting, and recording the money. That minimizes mistakes and helps make sure the "books" are straight.

9. Start Strong / Finish Well

Its important to start fundraising on a positive note, and just as important to celebrate the victory of finishing. Fundraising can be FUN, but a lot of that is up to the leaders!

10. Develop a Money Making Tradition

People will get used to "annual" fundraisers, such as banquets, and monthly events such as "pizza kits." Keep track of your past customers. They provide a strong basis for your next fundraiser!

11. Make the Fundraiser FUN!

You want your kids and staff to want to "do it again." Need we say more?



12. Choose a Great Leader

When selecting a person to be the director of your fundraiser, look for a cheerleader, someone who's going to be excited about the products and prizes, and one who can get others excited. Remember, this person should also be organized and have enough time to spend doing the fundraiser. Maybe even a couple of parent's could "team lead"?



IMPORTANT CONCEPTS

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Definition



Important Concepts & Definitions

- Fundraising is **the art of getting money for specific projects or activities.**
 - Fundraiser (person) is **someone who links the Donor with the Cause.**
- Fundraisers and Donors are on the same side

Types of Donors



Types of Donors

- Individuals
- Groups (Clubs, Organizations...)
- Local Companies
- National & International Companies

Who to Approach



It depends...

In most cases,

you tend to raise money from
individuals for small projects, and
from **groups and companies for
large ones.**

However...



- The game has no rules...Just honesty and ethical and moral practices

However...

Sometimes, one tends to raise money from individuals for large projects.

In some other cases, you get funding from both individuals and companies for the same project...

Don't Forget



Corporate Sponsorship - Steps

1. Do your Research!
2. Give preference to companies whose head office is in your area or is easily reached.
3. Make sure you have the correct data of the contact person
4. Make inquiries to see if any of your colleagues or friends knows any of the senior staff in the company



Don't Forget



Corporate Sponsorship - Steps

5. Arrange a meeting with the contact person
6. Prepare your presentation thoroughly before you go
7. Present your clear and brief proposal in a folder with your name, address & telephone number attached
8. Be punctual and don't take up too much time



How to Raise Money



How to raise \$\$\$ from individuals?

- Direct mail
 - Place collection boxes
 - Organize walks, marathons, cycle rides...
 - Speak at a meeting
 - Sell mugs & T-shirts
 - Organize a public car wash event
- Wait, Wait, we will discuss more ideas in a moment

How to Raise Money



How to raise \$\$\$ from individuals?

- Invite your friends to dinner
 - Organize a Garage sale
 - Face painting
 - Funniest photo contest
 - Photo scanning job
- Wait, Wait, we will discuss more ideas in a moment

Tips



General Tips

- Don't forget to **HAVE FUN!!!**
- Finally,

Don't Ever Give Up!

Last Words



In other words...

- Fundraising is...

The **right** person asking
the **right** prospect
for the **right** gift
for the **right** program
at the **right** time
in the **right** way

Oh Yeah, it is not just about the money!



Think out of the box!

- **A clothing company** may be willing to donate **professional attire instead of money.**
- An **airline** may be willing to donate a **plane ticket.**
- **Local businesses** may be willing to donate **products or services.**

