



FUNDRAISING AND DEVELOPMENT

ADVANCEMENT PLAN

**By fundraising, you add
“sparkle” to your community,
club, and members.**

**“ONLY BY GIVING ARE YOU ABLE TO
RECEIVE MORE THAN YOU ALREADY
HAVE.”**

— Jim Rohn

Fundraising is beneficial to your community, your club, and its members. Raising capital for a local project, recognized charity, affiliate organization, your club's outreach plans and operations, or GFWC Designated Funds is also an opportunity to make the achievements of your club known throughout the community. As they work together on a fundraiser, club members learn new skills and much more. Successful teamwork fosters cooperation, provides a sense of accomplishment, cultivates pride and ownership in the organization, and creates life-long friendships—all while building a stronger and better club.

Learn more about choosing a fundraising idea, creating a successful event, advancing your club and GFWC, supporting GFWC Designated Funds, and being recognized by GFWC for your fundraising efforts. Questions or need coaching? Contact any of the Fundraising Committee Members, who are eager to provide help.

2022-2024 FUNDRAISING AND DEVELOPMENT COMMITTEE

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PROJECT IDEAS:



Fight Identity Theft

The Coronado Woman's Club (CA) held shredding events in the parking lot of a local bank. The people who came were happy to see their documents shredded in front of them, and the club was happy to help the community. The cost for people to participate in the shredding event was \$7 per box, and the club raised \$750 total.



"Oh, the Places You Will Go"

The Village Improvement Association of Rehoboth Beach (DE) developed a fundraising and wellness project for fellow members during COVID-19. This program encouraged members to walk, run, swim, or bicycle. Each member was encouraged to keep an accurate recorded log of the miles covered. They also asked family, friends, and business owner partners to sponsor miles successfully traveled. Eighty-three members and four non-members participated. The member who traveled the most miles each month was awarded \$75. In total, the club raised \$10,556 and traveled 4,488 miles.



Speedy Fill and Squeaky Clean – Service Station Attendants

GFWC Papillion Junior Woman's Club (NE) partnered with a local convenience store and volunteered as gas pump attendants on Saturdays for a month. The club members pumped gas and cleaned windshields for customers. The convenience store owner donated one cent for every gallon of gas sold during the month, and customers donated by placing money in a decorated container.



What's The B-U-Z-Z? – Adult Spelling Bee

GFWC Murray Woman's Club (KY) sponsored an adult spelling bee. Teams of three paid an entry fee to participate. Others in attendance paid an admission fee. Teams could purchase a "spell-again" or pay to pass on a word (prices were lower if purchased in advance). In the first three rounds, an eliminated team could pay to re-enter the bee.

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PUT THE “SPARKLE” IN FUNDRAISING

Begin your fundraising process by gathering club members together for a brainstorming session. No dream is too big when you work together! Discuss pros and cons, then make your choice and design as many ways as you can to put sparkle into your fundraiser. Some ideas are below.

COMMUNITY CAPERS AND EVENTS

- Adult Spelling Bee
- Art in the Park Show & Sale
- Baby Photo Contest
- Children’s Puppet Show or Magician
- Dance Off/Dancing with the Stars
- Father/Daughter Dance
- Festival Face Painting or Photo Booth
- Mardi Gras Party
- Music BINGO
- Paint the Porch Pink (Breast Cancer Walk)
- Rubber Duck Races
- Shredding Events

DYNAMO DATE NIGHTS

- Casino Night
- Dances—Rock & Roll, Line Dancing, Ballroom Dancing
- Gala to support awareness and prevention of Human Trafficking
- Movie-Themed Costume Contest and Sing-Along
- Kentucky Derby Party—Hats & Bowties
- Mad Hatter’s Tea Party
- Murder Mystery Party/Dinner
- Oscar Extravaganza
- Progressive Dinner—Three Restaurants/Three Courses

FABULOUS FOODS

- Baked Goods Sales
- Chili Supper, Baked Potato Bar, Ice Cream Social
- Chocolate & Wine Sale
- Coffee or Brunch Event with Recipes
- Cultural Dinner—Small Plates
- Hot, Medium, and Mild Pepper Jelly Sale
- Kitchen Tour with Host Chefs
- Meat Sales or Raffles
- Pancake Breakfast

GIRLS JUST WANT TO HAVE FUN

- Bunco, Bingo, or Card Party
- Mother/Daughter Tea
- Purse Bingo
- Paint Night
- Pajama Party or Pajama Day
- Style Show or Fashion Show
- Trivia Night
- Witches Night Out

HOLIDAY HAPPENINGS

- Christmas Tree Delivery
- Egg My Yard—Easter
- Festival of Trees
- Haunted House or Halloween Party
- Holiday Expo or Bazaar
- Holiday Gift Wrapping
- Holiday Open House or House Tour
- July 4th—Fireworks, Flea Market, Parade, Cookout
- Paint a Pallet-Flags, Pumpkins, Snowman
- Poinsettias & Wreath Sale
- *Polar Express* Event—PJs, Hot Chocolate, Cookies, and Santa
- Restaurant Share Nights (percentage of evening sales)
- Santa or Bunny Breakfast
- Scarecrow Contest/Festivals

HOUSE AND GARDEN GOODIES

- Garden Tour
- Flamingo Flock—Pay for Removal
- Raffle a Truck Load of Gravel or Mulch
- Plant Sale

“LET’S MAKE A DEAL”

- Art & Craft Auction/Show
- Bazaar—Host the Event or a Table
- Book Sale—Used and New, Invite an Author
- Children’s Consignment Sale
- Cookie/Dessert Sale
- Furniture Upscale and Resale
- It’s in the Bag! (Brown Bag Auction)
- Kitchen Utensil Demo & Sale
- Make It, Bake It, or Fake It! (Arts, Crafts, Foods)
- White Elephant/Re-Gift Auction
- Vintage Jewelry and/or Accessories Sale

PAMPERED PETS

- Dog or Pet Show
- Pet Homemade Treat Sale
- Pet Photo Contest

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VIRTUAL IDEAS

- Bingo
- Drive-by Decorated House Tour
- Online Auctions
- Online Gift Card Sales
- See and Sell
- Spin it to Win it
- Trivia Night

WIDE WORLD OF SPORTS

- Bowling Tournament/Candelight Bowl
- Fishing Tournament
- Golf Tournament/Golf Outing
- Kickball Tournament
- Walk or Road Race

STEPS TO SUCCESSFUL FUNDRAISING AND DEVELOPMENT

RESEARCH AND FOLLOW THE APPLICABLE LAWS

Charitable fundraising is regulated in most states. Nonprofit organizations are usually required to register with the state PRIOR to fundraising or soliciting donations and to renew or update that registration periodically. The government official responsible for processing charitable solicitation registrations varies (e.g., Attorney General, Secretary of State, or others). Some states do not allow certain types of fundraisers or contests. Some states have reporting requirements after the fundraisers. It is important to know and follow the law that applies to your fundraising and development efforts. Consider organizing a program or workshop and inviting speakers to explain the relevant regulations.

APPOINT A CAPABLE FUNDRAISING AND DEVELOPMENT CHAIRMAN

Appoint an energetic and enthusiastic Fundraising and Development Chairman to plan, organize, and add sparkle to your fundraising and development. A team effort is required for successful fundraising and development, and the Chairman is the leader of that team. The Fundraising and Development Chairman should be:

- Energetic and enthusiastic,
- Organized,
- Experienced at setting and meeting goals and objectives,
- Skilled at delegating tasks and monitoring progress on projects,
- Responsible for matching the many tasks to be accomplished with skills, interests, and comfort level of each member.

SET GOALS AND OBJECTIVES

Keep in mind that a great fundraising and development program can have multiple great outcomes for your club and its mission, including increased public awareness, good will, and membership. Fundraisers are excellent publicity, networking, and membership opportunities. Set goals for maximum impact.

- Evaluate your financial needs.
- Establish your ongoing and specific projects.
- Estimate expected earnings/outcome of the fundraiser.
- Define the desired impact for the community.

PLAN ALL ASPECTS AND FACETS OF YOUR FUNDRAISING AND DEVELOPMENT PROGRAM

“Good fortune is what happens when opportunity meets with planning” – Thomas Edison

Once your research is done, your leader is in place, and your goals and objectives are set, it is time for your members to brainstorm and plan every detail of how you will conduct the fundraising and development needed to sustain your club or State Federation and those causes that are a priority for your members.

- What type of fundraising?
- Which chairmen and committees are needed?
- What is the budget?
- What type of cooperation is needed from?
 - Local Leaders
 - Businesses
 - Civic Groups
- What is the timeline?
- What is the plan for Marketing and Publicity?

EVALUATE YOUR EFFORTS AND SHOW APPRECIATION TO THE COMMUNITY

“Fundraising is the gentle art of teaching the joy of giving.” — HANK ROSSO

After any fundraiser, take time to evaluate what worked and what did not. The Chairman should prepare a written report on the success of the fundraiser.

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- The Chairman should prepare a written report on the success of the fundraiser.
 - Distribute a survey to the members and compile the results in the report.
 - Include Profit/Loss information (expenses and income).
- Is this same fundraiser recommended for the future?
 - If so, what adjustments need to be made for greater success?
 - If not, did this fundraiser spark interest in other or similar fundraisers that might be more successful?
- Were the goals realistic and achievable?
- Was the budget adequate?
- Was the cooperation with all entities beneficial and constructive?
- Were the publicity/marketing strategies effective?
- Was the fundraiser well-received by the community?
- Were members assigned to tasks that matched their skills and interests? Is this same fundraiser recommended for the future? If so, what adjustments need to be made for greater success? If not, did this fundraiser spark interest in other or similar fundraisers that might be more successful?

GRATITUDE AND APPRECIATION — CELEBRATE!

Remember to maintain the friendly and positive tone of your fundraising efforts until the last expression of gratitude is conveyed. All donations should be acknowledged in a gracious and timely manner and all funds used efficiently for the cause for which they were solicited. Be sure to communicate the successful results of your fundraising project with all those who supported your efforts and with the public. Build on your success to realize an even more successful project in the future.

After evaluating your effectiveness, thanking the members of the community for supporting your efforts, and writing a comprehensive report, it is time to celebrate your success.

There are endless ways to show your appreciation to community entities and your members:

- A small bottle of hand soap or sanitizer with a note that reads, “Thanks for getting your hands dirty!”
- A cute tin of candy with a note that says, “Thank you for being so sweet!”
- An article, picture, or some other recognition on social media.
- A handwritten thank-you note.
- A small award or certificate.
- Small get-togethers, such as a pizza party or social gathering.

GFWC ENDORSED FUNDRAISERS

Currently Under Review

GFWC FUND DEVELOPMENT

GFWC Designated Funds support the work of GFWC by providing essential funding in targeted areas. They are vital to continue GFWC's mission of strengthening our communities and enhancing the lives of others. Donations can be made online through the Member Portal at www.GFWC.org/memberportal or by check made out to GFWC, with the individual fund named in the memo field, and mailed to GFWC, 1734 N Street NW, Washington, DC 20036-2990 or by completing the online Annual Giving Program Donation Form.

THE ANNUAL GIVING PROGRAM

"Honor the Legacy, Ignite the Future" Annual Giving Program information is available in the Club Manual located in the "C" Resources folder of the Member Portal Digital Library. This fund is an unrestricted donation to the area most in need at the time as determined by GFWC Officers.

FRIENDS OF THE WHRC

Membership in the **Friends of the WHRC** provides special benefits to GFWC members, clubs, and State Federations that make contributions to support the work of the WHRC. Funds are used to purchase preservation supplies, collections management technology, and books for the WHRC research library. In addition, Friends' donations support outreach activities directed toward students, teachers, and others.

GFWC ENDOWMENT FUND

The GFWC Endowment Fund was begun in 1910 to help ensure a firm financial foundation and assist in providing for the future needs of GFWC. Contributions to this fund are permanently restricted, but income earned on the fund is unrestricted and has been used to support program, advocacy and outreach efforts, and overall membership development opportunities.

GFWC HEADQUARTERS BUILDING MARQUEE/IRON WORKS FUND

Donations to the GFWC Headquarters Building Marquee/Iron Works Fund will go toward the restoration of the iron marquees and gates that frame the elegant entryway of GFWC's historic headquarters. Over time, the ornate iron work has deteriorated and is in urgent need of repair. The marquees and gates are the most recognizable elements of our treasured building's facade. Your gifts to this annual giving fund for the 2022-2024 Administration will help ensure that they continue to welcome visitors to Headquarters for the next 100 years.

GFWC JANE CUNNINGHAM CROLY GRAVESITE

Help honor our founding mother by donating to the **GFWC Jane Cunningham Croly Gravesite Fund**. This fund provides the necessary means to maintain her gravesite in Lakewood, NJ. In 2010, thanks to your generosity, the Croly family gravesite was refurbished. All donations are tax deductible, and all donors will be acknowledged by email.

GFWC LIBRARY DISASTER RELIEF FUND

Tying together members' generous financial gifts and passion for literacy with our mission of community improvement through volunteer service, the **GFWC Disaster Relief—Library Replenishment Fund** assists in restocking the collections of public- and public-school libraries that have been affected by natural and manmade disasters.

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GFWC PROGRAMS FUND

The GFWC Programs Fund offers an opportunity to donate to one of GFWC's Special or Community Service Programs that help clubs light a path for the future and address the current and upcoming needs of its communities. Donations collected for each program will be used to fund various scholarships, educational events, speakers, webinars, and other activities that support the program.

1734 SOCIETY

Named for the GFWC Headquarters' address at historic 1734 N Street NW in Washington, DC, the 1734 Society is dedicated to preserving and maintaining the building as a National Historic Landmark. Members of the 1734 Society understand the importance of historic preservation and take pride in supporting GFWC Headquarters.

GFWC SIGNATURE PROGRAM: DOMESTIC AND SEXUAL VIOLENCE AWARENESS AND PREVENTION FUND

Improve the lives of domestic violence survivors around the country by making an investment in their future with a donation to the *GFWC Signature Program: Domestic and Sexual Violence Awareness and Prevention Fund*. Money from the fund will allow GFWC to award intimate partner violence survivors with a scholarship, giving them hope for a better tomorrow. The GFWC Success for Survivors Scholarship was created through GFWC's commitment to our Signature Program, to change the lives of survivors as they take the next step in reshaping their future in a positive way through higher education. For nearly half a century, GFWC has fought to eliminate domestic violence, and the establishment of this fund is one way that GFWC moves towards achieving that goal.

AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Fundraising and Development projects as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Fundraising and Development Advancement Plan. Clubs do not submit entries directly to GFWC.



Refer to the Awards section of the *Club Manual* for more information, including the Award Entry Cover Sheet guidelines.