



DEPARTMENT
OF FLORIDA

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FUNDRAISING FOR NON-PROFITS

Inspired by "The 5 Keys to Successful Fundraising" by Sandra Sims

www.floridalegion.org



Keys to Successful Fundraising

1. Teamwork
2. Answer the Question: WHY
3. Choose the Right Fundraiser
4. Stay Organized
5. Action and Follow Through

Teamwork



Develop Committees

1. Recruit Volunteers
2. Assign Roles and Responsibilities
3. Tap into skill sets, relationships or connections

Committee Examples

1. Admin/Logistics
2. Sponsorships / Ticket Sales
3. Entertainment
4. Auction / Raffle
5. Volunteers
6. Finance
7. Marketing / Social Media

Teamwork

Advantages:

1. Learn from others
2. Increase accountability
3. Encourage and inspire one another
4. Combine talents and resources

Teamwork

Effective Teamwork:

1. Need a leader
2. Define each person's role or responsibility
3. Communicate often!

Answer the WHY



The WHY

1. Post needs money to stay in business
2. Personal motivation
3. Specific goal you're working towards
(i.e., Send 10 boys to Boys State, fund Post repairs)
4. For charity – *Do your research!*

The WHY

People give to:

1. Things they relate to
2. Personal connections
3. Emergencies (i.e., Hurricane damage, house fires, etc.)
4. Interest in improvements or additions
5. Recognize the brand / mission
6. In memory or honor of

Choose the Right Fundraiser



Choosing the Right Fundraiser

1. Find something unique but familiar
2. What resources or connections do you have?
3. Who's your audience? What are their interests?
4. Capture the spirit of your Post

Choosing the Right Fundraiser

TYPES OF FUNDRAISERS

1. Sales/Raffles
2. Events
3. Direct Solicitation (*not recommended*)

Raffles : *Disclaimer*

We are NOT
attorneys,
BUT...

Raffles

RAFFLES

1. MOST raffles, lotteries, or games of chance are considered **gambling and are illegal**
2. Exception for qualifying nonprofits (our loop-hole)

Raffles

RAFFLES – Fees / Pricing

- **NO fees = can not say someone is required to pay for event/raffle ticket**

Violation – “Tickets cost \$100”

Correct – “a suggested donation for a ticket is \$100”



Raffles

RAFFLES – Materials

Must properly display following information on EVERY brochure, advertisement, entry form, etc.

- Source of funds used for award prizes
- Date, hour and location where the winner is selected
- Outline rules and regulations governing contest
- Name group/business who will benefit from proceeds

Raffles

RAFFLES – Winners

- Must be selected at random
- Illegal to remove, disqualify, reject, or otherwise discriminate based on whether the entrant paid or not
- No minimum number of tickets
- All prizes must be awarded
- Winners must be notified in a timely manner

Stay Organized

Stay Organized

1. Create goals (important)

EX: money raised, new members, sell tickets

2. Set a budget

- a) Determine if you can support up-front cost
- b) Anticipate how much you could raise
- c) Identify true cost of event
- d) See cost to profit ratio throughout planning process

Stay Organized

1. Creating a budget
 - a) Revenue (*ticket sales, sponsorship, raffles, etc.*)
 - b) Expenses (*food, location, parking, supplies, etc.*)

If expenses exceed revenue, is it worth having the event?

Stay Organized

Income

Item	Amount
Ticket Sales	\$250
Sponsorships	\$1,500
Auction	\$600
50/50 Raffle	\$300
TOTAL	\$2,650

Expenses

Item	Amount
Entertainment	\$300
Printing Costs	\$100
Decorations	\$150
Food	\$500
TOTAL	\$1,050

Stay Organized

NET = \$1,600

Cost Profit Ratio – 60%

Stay Organized

5. Donations and corporate sponsors
 - a) Donated items are budget relieving
 - b) Post Vendors are excellent prospects
 - c) Reach out to local businesses
 - d) Use your sphere of influence

Stay Organized

6. Develop a Timeline

- a) Start at event date, or deadline and work backwards
- b) Include major and minor details (check list)
- c) Set deadlines for when things need to be done
- d) Check in periodically to stay on track

Action & Follow Up

Take Action

1. Marketing Materials
2. Seek Sponsorships / Donations
3. Reach Out to Local Media
4. Take notes!

Take Action

DON'T LOSE STEAM!

1. Revisit WHY you're raising money (often)
2. Motivate each other
3. Celebrate mini-milestones
4. Communicate along the way

Follow Up

CELEBRATE!

1. Present proceeds to beneficiary
2. List accomplishments
3. Share stories
4. Complete budget with actual expenses & revenue

Follow Up

EVALUATE

1. What worked?
2. What needs improvement?
3. How can you make it better?



Follow Up

SAY THANK YOU!

1. Donations *MUST* be acknowledged
(State Law)
2. Way to keep people involved
3. Will likely donate again

Follow Up

WAYS TO SAY THANK YOU

1. Letter / Personal note
2. Recognize during event, present award
3. Print on event materials
4. Meaningful gift or story on their impact

DISCUSSION QUESTIONS

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What are the challenges you face when trying to do a fundraiser?

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How can you motivate other members?

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What challenges do you have when working as a team?

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How can you ensure your fundraiser stays on track?

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Questions?

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