



General Federation of Women's Clubs of Massachusetts

T Jablanski, President



GFWC Advancement Plan: Fundraising and Development ~ 2022-2024

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"Fundraising is motivating and asking others to share with you in a great adventure, a vision, a dream." ~ Jerold Panas

Club fundraising has been challenging for the last two years, however, opportunities are available if you are willing to think of new ways. Many clubs embraced **virtual** options. Like, creating an online auction, Bingo and Trivia have become fun online activities. Outdoor events are also very popular, as well as calendar raffles.

All Clubs want to continue to support their communities and fulfill the commitments they have supported in the past. It is time to move past the challenges we've encountered and work as a team to brainstorm an idea that will work best for your club.

Grants from local corporations or banks can also support your programs. It never hurts to ask and the simple answer could be Yes or No, but never stop trying. I will be searching for some interesting approaches to future potential fundraiser opportunities.

Remember to make the events and sponsorship requests fun and interesting. Consider contacting your repeat supporters, and definitely include your friends, neighbors, co-workers, and family. Don't hesitate to try a new approach. Sometimes, you have to stretch yourself a bit more than you might like to be successful. Think of these as you are planning your next event.

Considerations About Fundraising:

- Don't get distracted by details.
- Don't bite off more than you can chew.
- Learn from your mistakes ~ make them teaching moments.
- Don't run from a challenge ~ meet it head-on.
- Don't overextend yourself. You can say no!
- Don't forget to say, "Thank you"!
- Listen to your club members and learn to appreciate them.
- Be careful not to burn out your members.
- Don't forget that it should and can be fun!

Good Luck and Happy Fundraising!

For many more ideas check out the 2022-2024 GFWC Club Manual pages on the GFWC Massachusetts website by going to the **ABOUT** tab and click on **What Do We Do?**