



**General Federation of Women's Clubs of Massachusetts**  
**Donna M. Shibley, President**



**GFWC Advancement Plans: Fundraising and Development ~ 2020-2022**

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

Currently club fundraising will be a large challenge for all of us. There are no large social gatherings, masks are worn by all, and six feet social distancing is a must. So how do we overcome our recent challenges and continue to support our club, community and contribute to others while fulfilling these commitments? Let's think **virtual fundraising!**

Create an online auction, online BINGO is getting popular and is always a fun activity, can you think of drive by events or car parades - there are many way to fundraise.

Do I have all the answers? No - you will need to think of activities that work for your clubs. Brainstorm with clubmembers to come up with new ideas and new ways of raising money. Consider working with another community group and split profits. Publicity is a must!

Grants from local corporations and/or banks can also support your projects and programs. It never hurts to reach out and ask - you might be surprised that you receive a "Yes". I will be searching for some interesting approaches to future potential fundraiser opportunities which I will share.

Just remember to make fundrasing events fun, interesting and include your repeat supporters. Invite your friends, neighbors and family members who are usually your biggest cheerleaders. Don't hesitate to try something new, sometimes you have to get out of your comfort zone to be successful. Don't forget to use social media to promote and promote some more. Make sure you reach out to me with comments and questions. I would love to hear about your activities.

**Don't plunge into these Fundraising pitfalls:**

- Don't get distracted with too many minute details.
- Don't bite off more than you can chew, don't overextend yourself, ask for help.
- Learn from your mistakes - make them teachable moments.
- Don't run from a challenge - meet it head on - you can do this.
- Listen to your committee members and learn to appreciate them.
- Be careful not to burnout your clubmembers. This should be a team effort.
- Don't forget to say, "Thank you"! Kindnesses go a long way.
- Don't forget that your fundraising events should and can be fun!

**Good Luck and Happy Fundraising!**

For many more ideas check out the *2020-2022 GFWC Club Manual* on the [GFWC Massachusetts](#) website by going to the **ABOUT** tab click on **What Do We Do?**