GFWC
est. 1890
GENERAL FEDERATION OF WOMEN'S CLUBS
MASSACHUSETTS

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FUNDRAISING
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"FUNDRAISING BUILDS POSSIBILITIES OUT OF GENEROSITY."— ANONYMOUS

Fundraising plays a vital role in your efforts to make a difference in your community, club, and with club members. Fundraisers provide an opportunity to work with others in your community to support local projects, charitable causes, affiliate organizations, your club's community service and outreach projects, or GFWC. Successful fundraising can increase your club's visibility in the community, foster cooperation, provide a sense of accomplishment, cultivate pride and ownership in the organization, and create life-long friendships—all while building a stronger and better club.

STEPS TO SUCCESSFUL FUNDRAISING

Research and Follow the Applicable Laws:
Nonprofit organizations are usually required to register with the state prior to fundraising or soliciting donations. Some states do not allow certain types of fundraisers, raffles, or contests. Some states require reporting after the fundraiser. It's important to know and follow the laws that apply to your fundraising efforts.

Appoint a Capable Fundraising Chairman:
Appoint a talented Fundraising Chairman to organize your fundraiser. A team effort to required to make your fundraisers a success, and the Chairman is the leader of that team. Choose one who is energetic, enthusiastic, and organized. She should be ready to set and meet the goals and objectives of the event, as well as delegating tasks to other club members based on their skill and abilities.

Set Goals and Objectives:
A great fundraiser can have multiple positive outcomes for your club, including increased public awareness, goodwill, and membership, in addition to the financial support. They are also excellent publicity, networking, and membership recruitment opportunities.

Plan All Aspects and Facets of Your Fundraising Program:
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 needed to sustain your club and those causes that are a priority for your members.

Evaluate Your Efforts:
After your fundraiser, take time to reflect on what worked and what did not. The Chairman should prepare a written report on the success of the event. Be sure to detail the expenses and income. A survey can also be given to club members to gauge their thoughts on the fundraiser as well.

Show Appreciation to Your Members and the Community:
Remember to acknowledge all donations in a gracious and timely manner and communicate the successful results of your fundraising project with those who supported your efforts and with the public. Build on your success to realize an even more successful project in the future.

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Unity Project - Voices of Service

Voices of Service is a community talent showcase project that can translate to GFWC clubs of all sizes through a fun, collaborative, and meaningful community event. The goal of your event is to maximize the impact and visibility of each organization. Consider adding some extra touches, such as "GFWC Spirit of Service Award," to a partner organization or a standout performer. Include a spotlight during the show to highlight GFWC, the partner organization, and the chosen cause. Projects like Voices of Service create and strengthen bonds within communities. Hands-on projects give members multiple opportunities to connect with each other as they work together on a community wide fundraiser. It engages members with the broader community in a positive, collaborative way while creating visibility not only for GFWC but for the cause.

FUNDRAISING IDEAS

Begin your fundraising process with a brainstorming session for club members. Discuss pros and cons, then make your choice. Here are some ideas to get your brainstorming session started:

Community Contests and Events:

Adult Spelling Bee ~ Ghost Hunting ~ Bunco or Bingo ~ Children's Puppet Show or Magician ~ Dancing with the Stars ~ Face Painting ~ Fashion Show ~ Mother/Daughter Tea ~ Paint & Sip ~ Pajama Party ~ Rubber Duck Races ~ Shredding Events ~ Trivia Night ~ Wine, Women, and Purses

Dance and Date Nights:

Casino Night ~ Dances/Galas ~ Kentucky Derby Party ~ Mad Hatter's Tea Party ~ Murder Mystery Dinner ~ Oscar Extravaganza ~ Paint Night ~ Progressive Dinner (Three Restaurants/Three Courses)

Fabulous Foods:

Baked Goods Sale ~ Baked Potato Bar ~ Chili Supper ~ Chocolate and Wine Sale ~ Ice Cream Social ~ Kitchen Tour with Host Chefs ~ Meat Sale/Raffle ~ Meatballs and Martinis ~ Pancake Breakfast ~ Restaurant Nights

Holiday Happenings:

Christmas Tree Delivery ~ Egg My Yard (Easter) ~ Festival of Trees ~ Haunted House or Halloween Party ~ Holiday Expo, Festival, or Bazaar ~ Holiday Gift Wrapping ~ Holiday Open House ~ July 4th (Fireworks, Parade, Cookout) ~ Mardi Gras Party ~ Paint a Pallet (Flags, Pumpkins, Snowmen) ~ Poinsettia and Wreath Sale ~ Santa or Bunny Breakfast ~ Scarecrow Contest/Festivals

House and Garden Goodies:

Garden Tour ~ Flamingo Flock (Pay for Removal) ~ Drawing for Truckload of Gravel or Mulch

Pampered Pets:

Dog or Pet Show ~ Pet Treat Sale ~ Pet Photo Contest

Raffles and Sales:

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

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:

Baseball or Softball Tournament ~ Bowling Tournament ~ Cornhole Tournament ~ Fishing Tournament ~ Golf Tournament ~ Kickball Tournament ~ Pickleball Tournament ~ Walk or Race

To see the full GFWC Manual page for the Fundraising Advancement Plan, go to gfwcma.org > About GFWC > What We Do~GFWC Manual > Scroll to Fundraising