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GAMECHANGERS GAZETTE

GFWC Fundraising Committee Newsletter

Effective Fundraising Strategies: A Guide for GFWC Clubs Insights from the Fundraising Committee

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The most successful fundraisers are those that excite both your members and the community. Choose events that offer entertainment, prizes, or experiences that encourage people to genuinely want to participate. Here are some inventive examples:

Mrs. Holly Dolly Apron Draw



- Transform your fundraising event with a themed apron draw. Present prizes using an apron with multiple pockets, creating a festive atmosphere by having a costumed team circulate the room—think nightcap hats and elves. Gather donations such as costume jewelry, scarves, plants, and small-value gift cards, then wrap each as a surprise gift. Add fun with games of chance like a candy cane draw (place a candy cane in some of the apron pockets, and reward ticket holders who draw a candy cane with a holiday cupcake or baked good). Set attractive prices (for example, \$5 per box or three for \$10) and assign roles for sales and payment to keep things running smoothly.

Library Lovers Basket Raffle

- Collect donated books, mugs, bookmarks, and gourmet snacks to assemble themed gift baskets that celebrate reading and favorite authors. Sell raffle tickets at reasonable rates—perhaps \$2 each or three for \$5—with all profits supporting local literacy programs. Draw winning tickets during a club meeting or special event to build excitement.

Creative Culinary Events

- Host a "Pasta Palooza" dinner featuring volunteer chefs who prepare various pasta sauces. Guests sample and vote for their favorite. Entry tickets include a sampler plate and a ballot, and the event becomes a friendly competition with awards for the top chef. Invite non-members to join and offer prizes to both chefs and guests for greater participation.

Purse Palooza

- A Purse Palooza fundraising event offers a unique approach to traditional charity auctions, serving as an engaging platform to highlight style, generosity, and community spirit. It encourages members to contribute, foster connections, and support one another. At the August Board Meeting, the GFWC Gamechangers displayed purses and sold tickets at \$5 for one, \$10 for three, and \$20 for seven. Winners chose a purse, each containing a prize such as cash, gift cards, jewelry, and more.



Games and Pop-Ups

- Organize game nights including Bingo, Uno, Sequence, Bridge, Family Feud, or Mahjong, with donated prizes. Experiment with creative formats such as Bougie Bingo, offering designer prizes and elegant refreshments for a higher entry fee, or White Elephant Bingo with quirky prizes for a lower cost. Entry fees can vary—\$10 for White Elephant Bingo or \$100 for upscale experiences. Host seasonal pop-up shops with handmade crafts, local produce, or themed baskets at club meetings and community gatherings, encouraging members to showcase their talents.

Encouraging Donations and Community Involvement

- Ask club members to donate items like unwanted costume jewelry, books, or gift cards.
- Establish annual donation drives and celebrate repeat supporters to build tradition and community spirit.
- Partner with local businesses for prize donations or sponsorships. When reaching out to local businesses and the wider community for donations, begin by sharing your club's mission and the tangible impact their contributions will have for those who benefit from the fundraiser and for the community as a whole. Personalize your request: visit in person, call, or write heartfelt letters explaining how their support will enhance upcoming events and recognize them as valued partners. Offer clear options, such as donating merchandise, gift cards, services, or sponsorship funds, and highlight opportunities for brand visibility at your gatherings—mentioning their name in programs, newsletters, or event signage.
- Frame donation requests as invitations to collaborate, emphasizing mutual benefit and community uplift. Suggest themed donation drives, propose “Sponsor a Prize” challenges, or invite businesses to host mini pop-up events at their locations, fostering a sense of ownership and pride in supporting local causes. Acknowledge every donation promptly with sincere thanks, and keep donors updated on the results their generosity helps achieve. By nurturing relationships, showing appreciation, and celebrating their involvement, you turn donors into champions—and ensure your fundraising project thrives on community spirit.

Tracking Results and Celebrating Success

- Maintain detailed records, including participant numbers, volunteer hours, total funds raised, and popular events. Share your results with the club and community—for example, “We raised \$165 and logged 15 volunteer hours at our apron draw!” Recognize milestones and honor volunteers and donors at meetings or in newsletters.

Reflection and Planning Ahead

- After each fundraiser, conduct a debrief meeting with your committee to discuss strengths, areas for improvement, and new ideas. Survey participants for feedback on their experience and pricing fairness and use these insights to refine your approach for future events.

Fostering Fun and Philanthropy

- Blend joy and generosity in every fundraiser. Whether it’s laughter during Bingo, excitement at raffles, or camaraderie at a pasta dinner, the focus should remain on connection and community spirit. Funds raised are important—but the memories made, and relationships built are just as valuable.

A club’s fundraising success is rooted in creativity, clear goals, volunteer involvement, and enjoyable giving opportunities. Build club resources and purpose by making fundraising events fun and inclusive. Remember, true achievement is measured not only in dollars raised, but also in the smiles, friendships, and pride your club brings home after every event.

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