


# FUND RAISING

MD33 Leadership Growth & Development Committee Updated 2003-2004

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# AGENDA

- ✓ TEACH A SIX STEP APPROACH TO FUND RAISING.
- ✓ SHARE FUND RAISING IDEAS.

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### SIX STEP APPROACH

- ✓ **DETERMINE THE NEED**
- ✓ **ANALYZE YOUR ASSETS**
- ✓ **GATHER A LIST OF FUND RAISERS**
- ✓ **EXPLORE SOLUTIONS**
- ✓ **DO A RISK ASSESSMENT**
- ✓ **IS THERE A FIT??**
  - YES, LET'S DO IT!!
  - NO, LET'S RESTUDY THE ISSUE

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### DETERMINE THE NEED

- **WHY DO YOU WANT TO RAISE MONEY?**
  - SCHOLARSHIPS
  - EYE RESEARCH
  - GENERAL FUND
- **HOW MUCH DO YOU WANT TO RAISE?**
  - \$500, \$1,000, \$10,000
- **SET MEASURABLE GOALS**

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## KISS METHOD (Keep It Simple Stupid)



- **Look at Fundraisers that**
  - Are quick (one day for membership)
  - Don't require a lot of capital
  - Don't burn out the membership
- **Some Examples:**
  - Pancake Breakfasts
  - Bottle & Can Drives
  - Flea Markets
  - Light Bulb Sales

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## ANALYZE YOUR ASSETS



- ✓ **CLUB AND ITS MEMBERS**
- ✓ **COMMUNITY'S ASSETS**
- ✓ **SOURCES OF MONEY**
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

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### **CLUB AND ITS MEMBERS**

*THE LIONS WHO WILL MAKE IT HAPPEN!*

1. **HOW MANY MEMBERS CAN I COUNT ON?**
2. **WHAT DO THEY LIKE TO DO?**
3. **WHAT CAN THEY DO?**
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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### **COMMUNITY'S ASSET**

*WHERE CAN I HAVE AN EVENT?*

1. **ARE THERE HALLS OR AUDITORIUMS?**
2. **ARE THERE OUTDOOR FACILITIES?**
3. **ARE THERE SHOPPING MALLS?**
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## THE SOURCE OF FUNDS

### WHO CAN WE ASK FOR MONEY?

1. CITIZENS OF YOUR COMMUNITY
2. BUSINESSES OF YOUR COMMUNITY
3. GRANTS
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

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## GATHER A LIST OF FUND RAISERS

### RESOURCES AVAILABLE IN YOUR DISTRICT

1. OTHER CLUBS
2. ZONE CHAIRPERSON
3. REGION CHAIRPERSON
4. DISTRICT CHAIRPERSONS
5. PAST DISTRICT GOVERNORS
6. \_\_\_\_\_
7. \_\_\_\_\_

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## FUNDRAISING OPTIONS

- Pancake Breakfast
- Spaghetti Dinner
- Dinner Shows
- Celebrity Shows
- Wrestling
- Casino Trips
- Large Gift Raffle
- Centennial
- Marathon
- July 4<sup>th</sup>
- Super Bowl Sunday
- Palm Sunday
- Mothers Day Breakfast

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## EXPLORE SOLUTIONS

*MATCH SEVERAL FUNDRAISERS WITH  
PHYSICAL ASSETS AND SOURCES OF MONEY FOR  
BEST FITS.*

1. **COMPILE A LIST OF GOOD MATCHES!**
2. **WHICH FUND RAISERS MEET YOUR GOAL?**
3. **ARE THE REQUIRED ASSETS AVAILABLE?**
4. **IS A SOURCE OF MONEY AVAILABLE?**
5. **WILL THE MEMBERS SUPPORT THE IDEA?**

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## DO A RISK ASSESSMENT

*MATCH FUND RAISERS, PHYSICAL ASSETS AND SOURCES OF MONEY FOR BEST FITS.*

1. IS THE FINANCIAL RISK ACCEPTABLE?
2. WILL THE CLUB'S GOODWILL BE TARNISHED?
3. WILL THE MEMBERS SUPPORT IT?
4. \_\_\_\_\_
5. \_\_\_\_\_

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## PROFIT AND EXPENSES

- Treat every fundraiser as business. Do not do one for the fun of doing it, but by all means have fun doing it!
- Look at the combined hourly value of the Lions working and if you're making peanuts you are wasting your most valuable resource!

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## IS THERE A FIT??

*NOW IT'S DECISION TIME!!*

1. MAKE A LIST OF "BEST FITS" FROM YOUR RISK ASSESSMENT.
2. SELECT THE BEST CHOICE.
3. DOES IT MEET YOUR GOALS.
4. SEEK A CONSENSUS.
5. YES, LETS DO IT.....OR NO, LET'S REPEAT THE PROCESS.

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## SUMMARY

- USE COMMON, SENSE PROBLEM SOLVING TECHNIQUES.
- EVALUATE EVERYTHING THAT WILL BE AFFECTED – CLUB, COMMUNITY, SOURCE OF MONEY.
- MAKE A LIST OF FUND RAISERS.
- MATCH ASSETS TO FUND RAISER.
- DO A RISK ASSESMENT.
- PICK ONE!!!

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## SHARE IDEAS

**FUND RAISER:** \_\_\_\_\_

**TYPICAL AMOUNT RAISED:** \_\_\_\_\_

**ASSETS REQUIRED:** \_\_\_\_\_

**RISKS INVOLVED:** \_\_\_\_\_

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## IN SUMMARY

- Set a goal with a purpose
- Plan, Plan, Plan
- Organize key players
- Publicity
- Execute
- Publicize to Community and Members

**SUCCESS BREEDS SUCCESS**

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