



Ten tips for organizing your next fundraiser

**Some of the information included in this handout is found at www.fundraiserhelp.com.*

1) Have a written project plan

Run your fundraiser like a small business. Have a written project plan that spells out all roles and responsibilities. Slot motivated individuals into those roles and equip them with everything they need to do a great job.

2) Review previous records

See what's been successful before. Look for ways to improve upon the past. What type of auction items did best? Get more of them. Has your Spaghetti Dinner lost its luster with declining revenues? Renew it by changing it to a brunch or adding offerings such as a silent auction or a wine tasting.

3) Set a specific timeline

Set a timeline that includes deadlines for such items as recruiting volunteers, reserving the needed space, finding sponsors, creating the invitations, and day-of preparations.

4) Actively recruit volunteers

Get more and better volunteers by going after them. Don't wait for them to come to you. Use a calling tree to root out prospects. Ask for friends, family, and grandchildren to get involved. Advertise for help via newsletters and word of mouth. Be specific about the time commitment and skills sets needed. Get plenty of volunteers so no one feels overworked. Double up, particularly for key positions.

5) Identify needs and define roles

When you call for volunteers, clearly spell out what jobs are available, about how much time each job will require, the specific duties the job entails, and

how badly you need help. Always specify your goal to potential volunteers, including how the money raised will be spent.

Keeping your volunteers closely involved in the overall effort gives them a sense of ownership; that translates to higher performance no matter what you do to raise funds. Ask every volunteer if they know of someone that would also like to help.

6) Have a master sergeant

Use a strong communicator to lead the group and assign volunteers. Some people are a natural for this key role and will help to keep the entire planning process focused and running on schedule.

7) Get the Word Out

First, you need to create awareness of your need:

1. Can your need be expressed in a single sentence?
2. Has everyone in your group memorized that sentence?
3. Is expressing your need a part of your approach to all supporters?

Second, make sure everybody knows why you need money. Use:

- Flyers
- Posters
- Press Releases
- Roadside Signs
- Newspaper Coverage
- Public Service Radio Announcements
- Pre-Kickoff Letter, Postcard or E-Mail Campaign

If someone believes your need is real and agrees with the value of what your offering, they will help you.

8) Look into Thrivent Matching Funds through the Care Abounds In Communities Program

To receive Care Abounds in Communities funding, a service team must consist of Thrivent Financial for Lutherans members from at least six different households who come together to plan, prepare for and conduct a fundraiser or hands-on service activity. After the six-member-household requirement is met, nonmembers are also encouraged to be part of the team and participate in the activity.

Early in the planning stages, a Thrivent Financial member on the team contacts the Thrivent chapter leadership board to request funds to support the activity. The funding request is evaluated by the chapter leadership board for approval. It is also important that the activity is promoted as being hosted by Thrivent Financial.

Once the event is conducted, checks must be made payable to the Thrivent chapter and deposited into the chapter's checking account. The chapter will then cut a check back to you and include the matching gift from the chapter.

9) Say Thank You

Be sure to thank your volunteers and donors, so they will participate again next year!

10) Have Fun!

People are more likely to get involved in your event if they feel like they are making a difference and are having fun! Run meetings on time, stay focused on the mission, and celebrate successes!