



Organizing a Fundraiser

Fundraising Committee & Committee Chair

To have a successful year in fundraising a club should organize a committee and appoint a committee chair. By having a committee and committee chair, it allows for a team of BC members to devote their attention to developing and carrying out fundraising projects. A fundraising chair would focus on the all aspects of fundraising, which includes funds raised for the club and for charity.

Setting goals

Amount of money needed to be raised for the club: Consider the clubs goals and the amount of money they would need to achieve their goals. A club budget should be established to determine how much needs to be raised.

- How many do you want to take to convention?
- How many do you want to take to your fall conference?
- What percentage of the cost for those conferences does your club want to cover?
- Do any of your service projects require funding?
- How much money do you want to want to raise for charity?
- Do you want a set amount as a club or an amount per paid member?

The Fundraising Process

Prior to the fundraiser:

1. Define a purpose- What is the fundraiser for?
2. Set a budget and goal- How much money do you want to raise? What will it take? It is realistic or worth your time to do?
3. Identify audience- Who will buy what you are selling? How can you best reach them?
4. Setting timeline/deadlines- Determine when the fundraiser will be and begin working backwards to determine when you need to begin advertising, purchasing food items, asking for sponsorship money, etc.
5. Decide exactly what the money is going toward- Who will the fundraising benefit? Your club? A community cause? A school cause?
6. Within the committee assign who is responsible for
 - Sponsorships
 - Advertising
 - Running the actual event
 - Purchasing the supplies

7. Get donations- Contact local merchants 2 to 3 weeks in advance. Tell them your purpose and your need. Be sure to let them know about our non-profit status. Donations from Kiwanians, family and friends help also. The more you get donated the more you raise for your club or charity.
8. Advertise- Publicize as often as possible. Make flyers, posters and use social media (facebook, twitter, etc.)! Make sure everyone is aware of your fundraiser!
9. Execute- Have all the logistics figured out and make sure you have enough supplies to carry out the project. Who is in charge? Who will bring what? Which parents/advisors can drive? Do you need any last minute materials?

After the fundraiser is over:

10. Thank everyone- A successful fundraiser only works if everyone helps out!
11. Submit a financial report- The report will have a complete run down on what was spent and how much was raised. Be as specific as possible so that you can have an accurate number of the amount raised. Work with your advisor to help you with this report.

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