



There's a lot that goes into fundraising and what makes a fundraiser a success is not always the dollar amount you raise. Hopefully tonight you will leave with ways to envision your next fundraiser and some good concrete steps to making sure your experience is fruitful and rewarding.

## Why have chapter fundraisers?



Central Kentucky Houseparty



Scott County Arty Pie Party

KFTC has probably had hundreds of chapter fundraising events over the years. From small houseparties to large festivals. Given all that we have to work on in KFTC – our issue campaigns and legislative agenda – why do we take time to plan and hold fundraisers?

Money, new members, new connections, social time/fun). The key thing to keep in mind is that raising money is primarily a key objective, but is not always the only goal. Most good fundraisers also have other elements.

## Step #1: Start with the purpose..



- ✓ What are the goals of your event?
- ✓ What does it look like? See it in your head!
- ✓ What are the possibilities? Run through the potential who, what, why, and where

The first thing you want to check in on is purpose of the event. You will come back to the purpose and vision of your event over and over so it's important to start there. Sometimes an opportunity just drops in your lap and you want to harness it and make it sprout money. Sometimes, you have a target amount you want to raise – like meeting or exceeding your \$500 KFTC chapter fundraising goal. Sometimes you just want to communicate to a network of people about issues you care about and raise a little money at the same time. Thinking through the purpose helps you establish goals for the event and furthermore a vision of the event. It's very important to have a vision of the event, something you strive for and are excited to see come to life. It's really hard to just raise money for the sake of raising money. This is actually what makes fundraising FUN. You can come up with a vision of an event that you really think folks can sink their teeth into and design it to your liking.. The purpose and vision should also help guide you in determining your core messaging for the event. Sometimes it's cause related like "stop mountain top removal" sometimes it's as simple as, "let's raise money for KFTC."

What were some of the purposes of the events you all have been a part of?

## Step #2: Set up a Planning Team



Central Kentucky member Janet Tucker's  
bday party & KFTC party

A fundraising event can be a lot for just one person. Think about who would be good to help plan this event with you. Are there other KFTC chapter members who volunteered to help out? Are there a few more good people you can think of that would be good to ask to help? Assemble a planning committee to help plan and run the event – from start to finish. You may need a few people the day-of the event, that's okay, for right now think about who all can help all along the way. Your team can be as small or large as you need it to be. Keep in mind how much help you have when figuring out what size event you want to try to pull off.

## Step #3: Set a Fundraising Goal!



Louisville Loves  
Mountains sales table

- ✓ How much money do you want to raise?
- ✓ Is it feasible?
- ✓ Is it worth the time?
- ✓ Target turnout?

With your planning committee, set your fundraising goal. Setting your fundraising goal is important. Sometimes you are setting a goal so you can fund something specific like a mountain witness tour or you are just raising a bulk sum for the chapter fundraising total. Go back to the vision of your event. What is a feasible amount for your event to raise? It's also important to think of the time you spend in relation to how much your raise. For instance, you don't want to spend two months and endless hours planning a huge event that raises \$200. Pick a goal that fits your vision and purpose. At this time you should also estimate what your target turnout is to better inform your fundraising goal.

## Tip: Consider creating a workplan



Begin writing down everything you have planned out so far or will plan out:

- List major categories that your event will involve:
  - Logistics
  - Sound, lights, venue rental, etc.
  - Food
  - Entertainment
  - Publicity/Marketing
  - Fundraising Elements
  - Volunteer Coordination

A “workplan” is just a document that keeps tracks of all details as your event takes shape. All of your planning should get recorded in one place – so everyone on the planning committee – will know and remember what has been decided on and worked out so far. You can start with your goal and purpose at the top and then work your way down from there. You can then use this workplan for all of your check-ins with other volunteers on the planning committee to make sure the event planning is moving along in all of the key areas. You can record the commitments that people make and go back to it as needed.

Let’s take a look at a couple of workplan examples.

**Workplan for Madison County Spring Friendraiser**  
Saturday, June 4<sup>th</sup>, 2011

**Purpose:** To celebrate the work of Madison County KFTC and to raise support and awareness of KFTC's work among existing members and future members.

**Location:** Home Grown Hideaways, Berea, KY

**Date:** June 4th

**Time:** 4:30 to 7:30 p.m.

**1. Food and supplies assignments**

**Food and drink:**

- Potluck: Ask attendees to bring a side-dish to share and their own dinnerware
- Potluck is set-up along the back of the Pavilion.
- Main Entrée: Steve Boyce, Lisa Abbott, Megan Naseman, Sune Frederiksen, Rich Royalty, Patrick Dunn, Carissa Lenfert
- Drinks: Mark and Carey are bringing the larger cooler jugs for lemonade and ice tea (Carissa will bring the drink mix)
- Extra plates, napkins, utensils, serving utensils: Carissa will bring
- Tables and Chairs: Renting from the Berea College Ag Dept. Carissa is picking them up on Friday afternoon and delivering to HomeGrown HideAways.

**SOUND AND LIGHTS**

- ❖ Sound system: Kristofur Morris will provide sound equipment for \$200. We need to let him know what time the band wants to set-up and sound check and the schedule. Carissa will pay him after the event once he sends us a bill.

**SCHEDULE**

- Advertised gather time: 4:30 p.m.
- Food: 5 p.m.
- KFTC program: 5:30 p.m.
- Music: 5:45 p.m.- 7:30 p.m.

This is the beginning of a workplan in Madison County. Other categories that we didn't have room to include on this slide including display tables, decorations, the program, the silent auction, set-up and tear-down, etc.

## Step #4: Figure out the Tactics for Fundraising



Silent Auction at Madison County Friendraiser.

- ✓ What are the components?
- ✓ How will you manage them?
- ✓ Set estimates for each component!

So here comes the big question. How are you going to raise money?

What are some ways to raise money at an event? (Possible answers may include: raffle, ticket sales, silent auction, donations, merchandise sales, contest.

Figure out how many fundraising tactics you are going to have at your event. It may just be one – like selling tickets to a concert. Or, you may have more than one – like a silent auction at the event along with a small fee to get into the event. If possible, it is nice to diversify your fundraising tactics because different people like to give in different ways -- Folks can donate the change in their pocket or they can purchase something that they can enjoy and your cause can benefit from.

And for each fundraising tactic – figure out the plan for it. How will you collect silent auction donations and how will it be run at the event? Make a plan for it. If you are selling tickets, think about if you will sell them in advance or just at the door? Etc.



## Step #5: Set a budget



- ✓ Layout your costs
- ✓ Don't forget in-kind!
- ✓ Make it low risk
- ✓ Doable set up, doable logistics



Next, set a budget. I think people get really overwhelmed by the idea of a budget but honestly your budget helps lay out your fundraiser and makes you think through all the components of your event. It's probably why we hate doing it but it's also such a relief to finish it and it brings you tons of clarity.

First, you want to layout your costs. This can be as simple or as complex as your event itself. Think of the big things first like venue, marketing, food and drink, entertainment, ambiance, and logistics and estimate everything on the higher end. You can do this for something as small as a house party among friends to a block party in your favorite neighborhood or a bake-sale or yardsale. Add up all your estimates and look at your total. If the total is more than you have to spend, start trimming the fat. Can you make flyers or use evite instead of mailing invitations? Can you find a house, barn, or garage to host the event in lieu of renting space? Don't forget to think about what you might be able to negotiate in kind exchanges for and the opportunities to fundraise. For instance, if you have a house party, perhaps you can make it a potluck so you and whatever other hosts don't have to absorb all the costs. To better engage your guests and to make it fun, maybe you make it a themed potluck like a chili cook off or pie party. For larger events, you can offer sponsorships in exchange for different logistical needs. Seek out businesses that are interested in being-at risk of using an unpopular word- "branded" with whatever cause you are fundraising for. Finally, don't take big risks on your budget. If you have to pay for a venue, make sure that you have a solid fundraising plan to cover those costs. For instance, if your venue is \$2000 to rent, you likely cannot keep the event free unless you have sure shot fundraising back ups (like a cut of the bar and a pretty guaranteed high turn out) Again, while writing out your budget, return to your vision to help guide your decision on location, time, length of the event etc.

Let's look at a couple of budget examples that have been created in the past to get an idea of budgets can look like....

## LOUISVILLE LOVES MOUNTAINS 2012

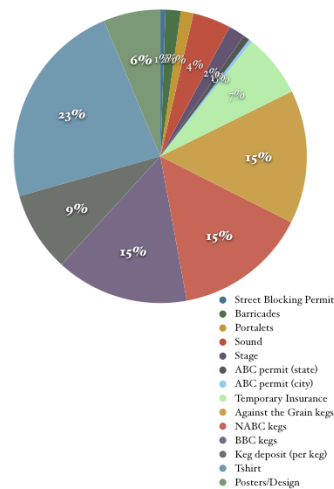
### Overall Totals

Description	Fixed Costs
Total Budget	\$7,143.56
Total Profit/ Cost Coverage	\$14,260.00
Event Profit	\$7,116.44

### Budget

Description	Fixed Costs	Quantity	Total Cost
Street Blocking Permit	\$40.00	1	\$40.00
Barricades	\$10.00	12	\$120.00
Portalets	\$100.00	1	\$100.00
Sound	\$300.00	1	\$300.00
Stage	\$130.00	1	\$130.00
ABC permit (state)	\$50.00	1	\$50.00
ABC permit (city)	\$25.00	1	\$25.00
Temporary Insurance	\$500.00	1	\$500.00
Against the Grain kegs	\$150.00	7	\$1,050.00
NABC kegs	\$150.00	7	\$1,050.00
BBC kegs	\$150.00	7	\$1,050.00
Keg deposit (per keg)	\$30.00	21	\$630.00
Tshirt	\$9.06	182	\$1,648.56
Posters/Design	\$450.00	1	\$450.00
			<b>\$7,143.56</b>

### Budget Overview



### Profit/ Cost Coverage

Description	Fixed Costs	Quantity	Total Cost
Portalets (covered by HBC and CEO)	\$100.00	1	\$100.00
Sound (covered by HBC)	\$300.00	1	\$300.00
Stage (covered by HBC)	\$130.00	1	\$130.00
Temporary Insurance (portion covered by HBC)	\$200.00	1	\$200.00
Against the Grain beer sales	\$4.00	840	\$3,360.00
NABC beer sales	\$4.00	700	\$2,800.00
BBC kegs	\$4.00	840	\$3,360.00
Keg deposit reimbursed	\$30.00	21	\$630.00
Tshirt	\$15.00	182	\$2,730.00
Posters/Design	\$450.00	1	\$450.00
Food vendor kickback	\$200.00	1	\$200.00
			<b>\$14,260.00</b>

Here's a sample of a detailed budget for a large fundraising event in Louisville. Keep in mind, this is for a pretty large event with multiple logistics. Budgets can also be very very simple.

What I really want to point out is the pie chart. The majority of costs are going to two things: permit and alcohol. In this event, the beer was actually a fundraising aspect so the large costs had a guaranteed return. The permits were for the "venue" and the beer. Your biggest cost should be something you can recoup from.

Any questions about this budget? What do you think when you see this budget? Anywhere we could have spent more or less?

Now, let's look at the budget for a smaller event.

## Madison County Friend- Raiser Budget from 2009



Expenses	Amount	Potential Revenue	Amount
▪ Live Music (Mudpi)	\$200	▪ Silent Auction	\$300
▪ Meeting Location Fee	\$50	▪ New memberships	\$150
▪ Food ("main dish" at a potluck)	\$150	▪ Donations	\$200
▪ Publicity (postcard mailing, flyers)	\$50	▪ TOTAL NET REVENUE	\$650
▪ TOTAL EXPENSE	\$450		

And here is a much simpler budget to give you an idea of how budgets can look different but still have all of the basics there. For this event that the Madison County chapter had back in 2009, they estimated they would spend about \$450 on expenses – from music and food and publicity and room rental. And they estimated they would make about \$650 through a silent auction, memberships, renewals and donations. They only anticipated raising \$200 but that was okay because their goal was to have a fun and social even to celebrate the chapter's work and come together and also to really work on increasing the membership renewal rate of the chapter.

The chapter still holds an annual event like this every year – but they have now evolved where they get a band to volunteer to play (The Blind Corn Liquor Pickers) which helps them make more money and their silent auction has really taken off and last year brought in \$1,200 alone. – so sometimes there may be more costs the first time you have an event, but if you make it an annual event you can find ways to become more efficient with it.

Any questions about this budget? Any ideas of where we could have spent more or less? What do you think when you see this budget?

## Tip: Consider adding co-hosts to your event



- ✓ Reliable
- ✓ Large, untouched, or strategic networks
- ✓ Great energy, good communicators

Finding some folks to co-host with or to take you out of the host limelight can be really helpful in making the event less overwhelming to plan and a big success. Not every event will have “hosts”. And co-hosts are most often helpful when planning private houseparties.

The role of hosts in planning fundraising events is to really help with inviting more people to the event. Your hosts won’t be in charge of organizing the event but can help with turnout by reaching out to their networks and providing resources. Your hosts should also have passion and a knowledge of what your fundraising for whether it be KFTC in general or a specific campaign we work on. Sit down with your host to come up with a list of people that they can encourage to attend or donate to the event. For example, if you want to have a KFTC houseparty and think you know 15 people who would be good to invite but would like to make the party bigger, consider asking someone to “co-host” it, where you can add their name to the invitation and send the invitation out to 15 of that person’s list.

Not every event will have hosts and cohosts. If you are hold a chapter bakesale to raise money, you may not have “co-hosts” – but do think about if adding a co-host to your event will help increase turnout or donations!

Are there any questions about the role of hosts in planning an event?

## Step #6 Publicity



- ✓ How will you spread the word?
- ✓ What's the hook? How will you pull them in?
- ✓ Don't over do it! Just key details are needed.

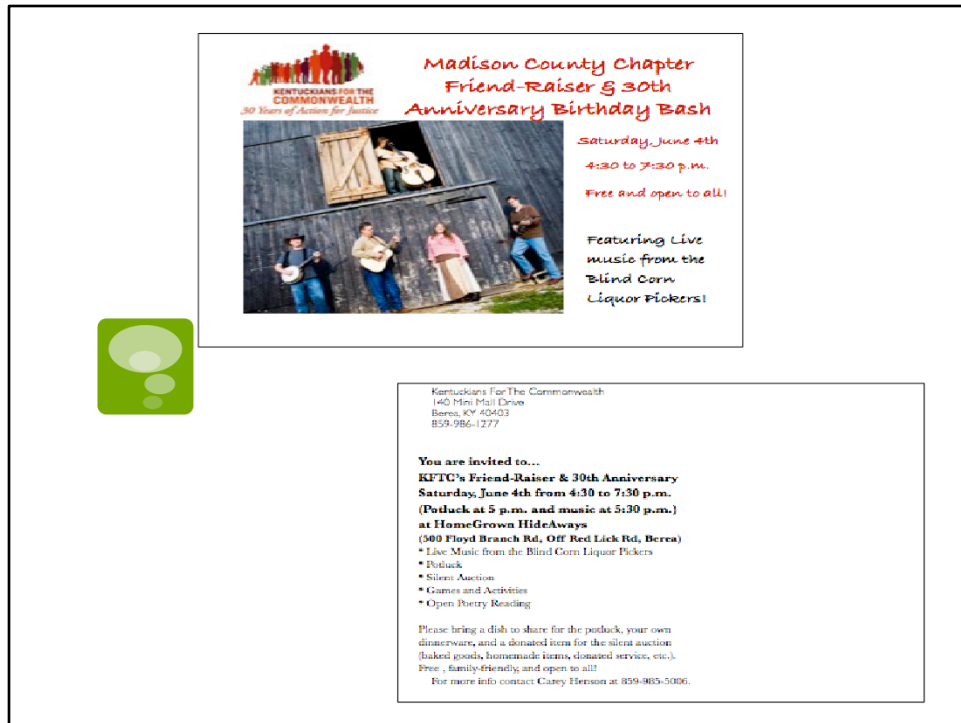


Rowan  
County  
Fundraiser

Of course, you'll want a "marketing" plan. Marketing sounds so corporate but really it's a simple as putting up flyers or sending out invitations. What are ways you "market" your personal events like birthday parties etc? Think about your "target audience" when figuring out how you want to promote the event.

Your marketing plan should be somewhat worked out when wrote your budget. For instance, you should know if you are using invites (don't forget to budget the postage!) or if you are using a flyer or word of mouth. You want to settle on a design that is attractive and engaging for your audience. Make sure the materials have the who, why, what, and where and maybe an additional sentence or two on what to expect or the highlights of the events (if you have a keynote speaker or popular local band). Don't overload it with too many details though. For instance, you don't have to list the whole menu for the evening on the invite or the bio for every band playing. Pick out the pieces that seem really exciting to you. If you're doing a silent auction, don't list everything on the auction but maybe highlight two pieces that are really exciting like a signed Cricket Press Poster or a Vintage KFTC t-shirt worn by Wendell Berry. (haw haw haw) Use as many free marketing avenues as possible, like facebook, twitter, and word of mouth. For larger events, consider a press release and get it posted in the local press early, a month or two weeks in advance. Use multiple marketing techniques and think of what techniques work on you. Different techniques are effective in different communities. Some places, word of mouth is the best way to get folks out. In others, a listing in the local social magazine is a sure shot for good turnout. What's the hook? How will you pull them in?

Let's take a look at some examples of ways to publicize your event.



This is the front and back of a postcard that the Madison County chapter did for their Friendraiser event. We printed four to a page and printed on white cardstock and then cut them and mailed them. We left enough room on one side to stick a mailing label on it. Making them postcards – instead of a flyer – made them cheaper to mail. We also used this language and turned into a one-page flyer that we hung up around town.



## KENTUCKIANS FOR THE COMMONWEALTH

140 Mini Mall Drive • Berea, KY 40403  
859-586-1277 • [www.kftc.org](http://www.kftc.org)

*Action for Justice*

For immediate release: DATE HERE  
For more information contact: NAMES HERE

### **Local KFTC chapter celebrates 30 years of social change, throws itself birthday bash**

**Berea, KY** – The local chapter of Kentuckians For The Commonwealth (KFTC) is celebrating the organization's 30<sup>th</sup> birthday this summer and they are doing it with a bash. More than 150 people are expected to gather at HomeGrown HideAways on Saturday, June 4<sup>th</sup> from 4:30 to 7:30 p.m. for an evening of family-fun, food, open poetry, and live music. The bluegrass jam band The Blind Corn Liquor Pickers will be headlining the event.

"It is a good time to see old friends and meet new one," says KFTC member Tress Spencer.

This event is free and open to all. KFTC is asking all attendees to bring a dish to share, your own dinnerware, and a donated item for the silent auction (baked goods, homemade items, and donated time or service are always popular). The potluck will start at 5 p.m. and live music will start at 5:30 p.m.

Mark Henson, a member of the event planning committee, added, "I look forward to this event every year."

For more information call Carey Henson at 985-5006.

###

Here is an example of a simple press release that the Madison County chapter sent out about their Friend-raiser event. Because of this press release, the Richmond Register, a local paper in the county, ran a large article about KFTC and our event (local media loves to use press release to help fill space in their paper because they are so short of staff).



Here is an example from a houseparty in Jefferson County – where part of the houseparty program was going to be giving a tour of their energy efficient home. They created a flyer that was mailed out with reply cards.



Northern  
Kentucky  
Chapter  
Fundraiser



## Step #7: Execute the plan & Practice

- ✓ Run through the day
- ✓ Make sure there's a good rhythm!
- ✓ Prep your speakers, artists, and hosts!
- ✓ Recognize some things are outside your control

The day before your big event you'll get nervous. You'll run through things in your head over and over and wonder if you missed anything..

This is where the workplan comes into play. The last thing I do is write out an hour to hour agenda for the day, including set up and tear down. The morning of the day before the event, I go through it, step by step and anything I miss emerges from that run through. You'll feel good and ready for your big day with plenty of time to troubleshoot should you need to! Don't forget to prep any speakers you may have and check in with your participants one last time. When they know you've got this, they feel really good about partnering and participating in the event!


Finally, sometimes things just happen and it's important to recognize when things are outside your control. If your keynote gets stuck in weather or your band gets sick you can only do the best you can at damage control. Folks will understand and as Lisa Abbott says, "no small children will perish."


## Step #8: Host a Great Event!




Letcher County  
FriendRaiser







Harlan County BBQ



## Step #9: Follow-up Afterwards

...

Saying thank you and more..

- ✓ Show your appreciation
- ✓ Request their feedback
- ✓ Advise of the impact

Of course you'd planned to say thank you to everyone who helped and of course you know that everyone you need to thank is hidden somewhere in that work plan.

There's more to saying thank you than just showing your appreciation though. You want to request their feedback. What went well? What should be improved next time. This will help build your skills in the future. Often, folks have great suggestion on how to make it easier for you, and who doesn't like that?

Also, if you are raising money for a cause, let folks know the impact they made. IF the fundraiser went well, let them know how much was raised. If it didn't go well, find the positives to share.

Also, don't forget to do your final money tally – with another member present to verifying the counting – and submit your funds to KFTC and any reimbursements you may need. KFTC staff can help you with this paperwork that you need.

Share out about the event so even folks who weren't at the event knows it went well. Write a press release and send it along with a photo to the local paper if they don't attend. Write an article for the KFTC newsletter and for the blog. Share out about it on a Facebook page if you have that. What are other ways to share out about the event?



What of these tips seems helpful? Are there tips and steps that would you like to add to this?

Of events that you have been a part of in the past, what has worked and not worked?

What do you find most challenging about planning fundraising events?

What fundraising events are already in the works.

Thanks everyone for participating in the webinar tonight. As we continue improving these for the future, can you let me know what worked well and what could be improved on in the future? The next slide we are going to put up will allow you to leave your feedback and we will use that in crafting future webinars!