



Easy Steps to a Successful **FUNDRAISER**



1 Determine a Cause.

Why are you doing a fundraiser? Research your area and find out what non-profit organizations there are. You can also go to the Florida Key Club website and find the Major Emphasis tab where Service Directory can be found. This can be very useful because it provides examples of different charities you can fundraise for. Bigger organizations such as The Eliminate Project which Key Club supports are also great causes.

Another option is to do a fundraiser to raise money for your own club or an event. Whether it be for DCON, ICON, or just so your club has some extra funds, find out what exactly the money you will be raising will be going towards.

2 Know Your Audience.

Will you be holding this fundraiser at your school? Or will this be open to the general public? Wherever you plan on getting your funds from, make sure the fundraiser is planned in reference to your audience so they are more interested and more likely to contribute money. If it is for students, make it fun and casual. If it is for adults, you can still make it fun, but also keep it semi-formal or formal. The last thing you want is your fundraiser to not be taken seriously.

3

Get Approval.

It is important to seek approval for the fundraiser from your club, advisers, and venue/location. First, run ideas by your club and keep everyone's opinions in mind. After a fundraiser is decided, make sure your advisers approve it and it is appropriate. If it is going to be held at your school, make sure your principal and administration are aware of exactly what will be put on. If it is at a different location, the people in charge must know about well in advance. Failure to communicate and not getting approval beforehand can result in dire consequences, so don't take any chances!

4

Start Planning the Event.

How, who, what, when, and where? Figure out **how** everything will be done. Delegate responsibilities and determine **who** will be in charge of what area of the fundraiser. Keep in mind **what** supplies will be needed to put on the event. Decide a date and time for **when** the fundraiser will be put on. Lastly, find a location for **where** the fundraiser will be held and ensure it is available and relevant.

*It is important to start planning a large fundraiser months in advance.

5

Utilize Your Resources.

Don't think that you have to do everything for your fundraiser! Utilize the people and resources around you. For example, your sponsoring and local Kiwanis Clubs are incredibly helpful if you need more adult help. Kiwanis Kids and Builder's Club can also be utilized if you're looking for volunteers and help for an event targeted towards a young audience.

Another resource would be looking for sponsors and donations if the fundraiser requires money to be put on. There is a countless number of organizations and people that would be more than happy to donate money because it is for a great cause, or sponsor your event in return for being advertised in a pamphlet or flyer.

6 Finalize all details.

Don't let anything stay in question. Whether it be decorations or someone does not know what they are doing, all details having to do with the fundraiser should be finalized.

7 Advertise!

Utilize all types of advertisements. Posters, flyers, newspapers, sell tickets, and put in on announcements. Use Remind 101, Instagram, Facebook, Twitter, and all types of social media as well. The only way you will have any attendance is if the word gets out, so be persistent!

8 Preparation and Backup Plans.

Prep the location if needed and make sure everything is working how it should be. Make sure you have all supplies too. This can be the day before the event or even a week before, deped. Make sure you have a backup plan in case something important breaks or does not work the day of.

9 Be Early, Efficient, and Enthusiastic!

The day of the event, make sure everyone involved is early to ensure things will go smoothly. Where work needs to be done, make sure there is someone to take care of it. If there is a problem, take care of it privately. Lastly, be enthusiastic and make sure everyone who is attending is comfortable and happy!

