Grassroots Fundraising Journal

Volume 7
Number 3
June, 1988
$3.50

In This Issue:

Going Back to Major Donors

Hard Work + Steady Income = BINGO

Profile Your Ads

A $40,000 Bus

Writer's Guidelines

*The Grassroots Fundraising Journal is happy to consider articles for publication. Please submit copy **typed, double-spaced.** If computer-generated, please submit highest quality printing possible (no dot matrix printouts, please). Please do not submit material typed in all capital letters.*

*Articles will be considered for publication during the nine months following submission. When an article is accepted, you will be notified in which issue of the **Journal** it will appear. The **Journal** provides three copies of published material to the author, and pays $35 per article after publication.*

If you want unpublished articles returned, please provide a self-addressed envelope with adequate postage.

*If you have any questions, feel free to contact co-publisher Kim Klein at (615) 637-6624 or copy editor Nancy Adess at (415) 669-7404, or write to the **Journal**.*

Advertising Rates

In This Issue

The *Grassroots Fundraising Journal* is published six times a year: February, April, June, August, October, and December. It is published in Knoxville, Tennessee.
ISSN No. 0740-4832.

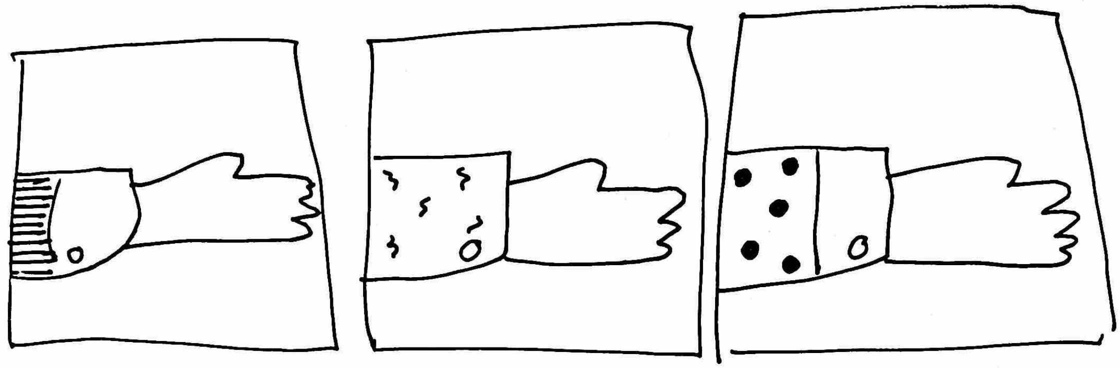
Publishers and Editors
Kim Klein and Lisa Honig

Copy Editor
Nancy Adess

Contributing to this Issue:
Wendell Anderson, Emily Brennan Cratty, Pat Cody, Kim Klein

Design:
Lee Walker

Address all inquiries to:
517 Union Ave.
Suite 206
Knoxville, TN 37902
or call 615/637-6624



Going Back to Major Donors

Asking major donors to renew their gifts year in and year out can seem harder than getting the donation in the first place. Board and staff members often complain that there's nothing new to tell these donors and that it's difficult to drum up excitement in work that essentially keeps on year after year.

The first time you approach a prospect, it's easy to be enthusiastic about the organization's work. After all, the project is new to the prospect and, for the solicitor, there is the challenge of moving that person from being a non-donor to a donor. In this situation, one tends to tell the prospect a great deal about the organization. Consequently, when going back to get the donor to repeat their gift, the solicitor may feel he or she has already said it all.

This article focuses on how to get back to donors for repeat and upgraded gifts, and what to say to them when you do.

What will I say?

When staff and board express the feeling that going back to donors year in and year out is difficult, that there is not much new to say, that they don't know how to make it interesting, the problem is not with the organization and its work, but with the staff and board people. For some reason—perhaps too much familiarity with the issues, perhaps some sense of the struggle never getting easier or of never seeing any lasting victory—they do not have in themselves the enthusiasm and excitement to convey to the donor. Actually, those are the very people who ought to visit big donors, because the donors will re-excite the staff and board. Far from being horrible, the experience of many tired staff and volunteers is that visiting donors reminds them of why they're in this work.

If you are one of these "tired solicitors," here's something you can do to renew your enthusiasm for the work. If you are a staffperson, sit down in front of your calendar for the past four months (or if you are a board member or volunteer do this with your staffperson) and, pretending that you are an investigative journalist, make note of one thing that happened during each of the past sixteen weeks that helped your organization fulfill its mission.

Many people find it helpful to organize these notes in categories. For example, if you are with a shelter for battered women, you will probably already have a log of phone calls, even perhaps by category—that is, from potential clients, from referrals, requests for speaking engagements; you should also have a record of speaking engagements. You might now make a third category about life changes that your shelter residents experienced in the two or three weeks they stayed there; and add a fourth category to document miscellaneous community outreach, such as training members of the police department, working with teachers to recognize abuse in children, etc.

If your organization's work does not lend itself to this kind of straightforward categorizing, be more creative. Again, keeping track of phone calls is an excellent way to measure your outreach to the community and the community's recognition of your group as a reliable source of a particular type of information. It can also give you a sense of why at the end of many days you feel you didn't get anything done. Looking at your calendar, you may also note that you have been to twenty-five meetings in four months. That in itself is not exciting, but what came out of those meetings? Was a coalition formed in one meeting that will present a more unified and stronger voice at the legislature or city council? Did another meeting result in a petition drive which ultimately gathered 3,000 signatures?

In addition to your calendar, or for those who keep this in their calendar, look through all the things that you crossed out on your old to-do lists and note them as accomplishments. This will cheer you up and help you realize that you are getting the work done.

Make up a master list of accomplishments, using the information from your calendar, to-do lists, and information gathered from other board and staff. Now, when planning visits to donors or prospects, you can identify from the master list those things that will be most interesting to them.

Approaching the donors

The first thing to consider for each major donor is whether you want them to repeat their gift at the same amount or upgrade it to a higher amount. Generally, it's time to ask a donor to upgrade their gift after they have given the same amount for two or three years. (Below we discuss more fully asking donors to upgrade gifts.)

Next, for small organizations in which someone who gives as little as $50 a year is considered a major donor, plan to approach the donors giving $50-$250 differently from those over $500. (Few give between who give $250 and $500.) In this article we discuss two different approaches to each of these categories of donors.

Major donors giving $50-$250

For most groups, the bulk of donors in the major donor category give between $50 and $250. If you are not asking a donor to upgrade their gift there is no need for a visit. Often a letter requesting a renewal is sufficient.

Even though the money may be a great deal to them, the donor who gives $50-$250 simply wants to know that the organization is continuing the work that they first invested in. They don't need a lot of new excitement, or even lots of victories—they don't expect their gift will have tipped the balance between struggle and success. They know that their gift, while more financially important than a smaller gift, is still small in the context of even a tiny organization's budget.

The letter can be one page with just three or four paragraphs. Use the first paragraph to emphasize the very important role of the donor to your organization. In the second paragraph, tell a little about the history of what's happened during the year. The donor should already be familiar with what's been going on in the organization by virtue of your newsletter, annual report, and other correspondence (see GFJ, October 1987 "Keeping in Touch with Major Donors"). In the third paragraph tell the donor you rely on the ongoing support of people concerned with and committed to this kind of work, and then ask the person to renew. Enclose a stamped return envelope.

If there's no response to this letter after two or three weeks, then a follow-up phone call may be necessary. An average organization can expect about the same percentage of donors in this category to drop out every year as those who give less than $50—about one-third.

When to ask a donor to upgrade their gift

If a donor has given the same amount for two or three years, in order to decide whether to ask them to upgrade their gift, review any information you have obtained during this time about this donor, including their financial situation and the degree of commitment they have to the organization, evidenced perhaps by their involvement—attending events, organizing campaigns, etc.

When you have determined that it's time for an upgrade, a letter followed by a phone call is imperative, and a visit is most helpful. When deciding whether to visit, take into account common sense factors such as how far away the donor lives, whether the amount donated represents a great deal of money to this donor (in which case a personal interview would show the organization's respect for that size gift), and how much staff and board time would go in to renewing the gift. Then decide whether these costs are worth incurring in order to renew or upgrade a gift.

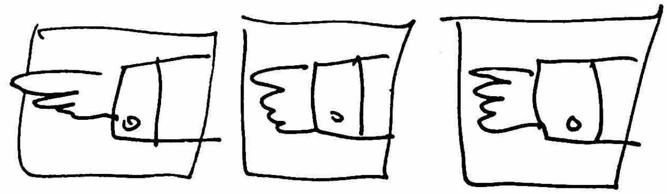
The letter to a donor whose gift you are seeking to increase should begin similarly to the previous letter to smaller donors. Thank the donor for their ongoing support in the first paragraph, use the second paragraph to emphasize that the organization relies on a solid base of loyal donors, and in a third and possibly fourth paragraph talk about new work the organization is engaged in. Donors are convinced to give more money not because the costs of the organization have increased because of inflation or rising postage costs—which also happens to be true for the donor's own personal expenses—but because the organization is doing better work or more work, or is under more intense attack. In those third and fourth paragraphs, describe the nature of the new work you're engaged in and present the need for more funds. Then in the final paragraph, make a statement such as this: "You have supported us with a gift of $______ every year for the past three years. I am hoping this year you will consider doubling this gift. (Unless you have strong evidence to the contrary, doubling a gift is about as much as you can expect.) Because this is a significant increase, I'd like to talk with you more about our work; I'll call you in a few days to discuss this with you. Thank you again for your loyalty."

Enclose a stamped return envelope with this letter in the hope that the donor will send back the request without the need for a phone call, which often happens. Wait a week—this gives time for the donor to send a check if they are going to act right away—then call. When you call or meet with the donor, be sure that you actually have something new to talk to the donor about. Note that "new" does not have to mean "different." For example, a community organization in eastern Tennessee that works on strip-mining issues does not need to move into some other area of environmental or community concern in order to have something to report. There is always something new with regard to strip-mining permits, other communities threatened by strip mining, water quality issues, new coal operators wanting to get into the fray, etc. For this group to seek doubled gifts is not difficult because their work is always intensifying. As they become better known and people trust them, they are invited by residents into new communities. This is a sign of a success that donors want to be a part of, balanced by the very real need for more funds for the organization to do its work.

As always, it's important to remember that even though your work may have intensified and the need for what you do may have grown—and the financial ability of the donor to give may have grown as well—the donor's commitment to you may not have changed. In this case, they will exercise their option to give at the same level, reflecting that you are still the same priority to them as before. Be gracious in accepting this outcome. It is not a rejection; the donor is merely turning down the opportunity to become more involved in your group.

Donors giving $500 or more

The second kind of donors are those who have made a much more significant investment in your organization with a gift of $500 or more. Even for an extremely wealthy person, a gift of this amount to a small organization is clearly significant and its loss would be felt. These donors have given this much money because they like the work you currently do and are interested in making sure you can continue to do it as long as there is a need. With these donors, however, your task is a somewhat delicate one. On the one hand you must let them know that there is still a definite need while on the other, you must answer the unasked question of why you haven't solved the problem. You need to convince them that you are making headway against the problem, but that it still exists or exists in even greater proportions than it did the year before and so you need more money. Obviously, when working on issues of hunger, homelessness, unemployment, racism, and others



of this nature it is not hard to make the argument that the problem still exists, and to convince the donor that the headway you have made against these issues is bound not to be enough to solve them. However, in certain kinds of fights about the cleanup of toxic dumping in local rivers or lakes, landlord-tenant struggles on a community level, legislative responsibilities struggles, overcoming illiteracy or improving health care on a local level, donors of this size will ask more searching questions about how effective your work is. Again, your task in making a clear argument for a repeat or upgraded gift will be much easier if you have made these arguments through information-sharing with the donors during the course of the year. Then the donor will be familiar with the situation you have been in as it has unfolded.

To get a donor to repeat a gift of $500 or more, it is most helpful to visit. In fact, unless the donor lives very far away, or is extraordinarily committed, or there is some other unusual circumstance surrounding the gift, the experience of most organizations is that the size of the gift will go down if the donor is not visited, and the gift might cease altogether.

The strategy for getting the gift to repeat is the same as for getting the gift in the first place: a letter or a phone call containing a request for a meeting. Often people discover that the request for the meeting is turned down, but that the donor offers to renew their gift nonetheless. People question why it is necessary to offer to meet when most donors are too busy to do so. But it is the offer to take the time to meet with the person, even if that offer is rejected, that causes the donor to feel included, involved and needed in the organization and makes them want to repeat the gift. Think about how you feel about your friends when you have the flu. If a friend calls and wishes you a speedy recovery, that is a nice gesture but if that friend offers to do something for you—a trip to the store, deliver a meal—even though you may not need their help, that friend's genuine willingness to go out of their way for you convinces you that they sincerely care about you.

Besides showing your genuine interest in your donors, an offer for a meeting, if accepted, allows a donor to voice any concerns they have about the direction your work is taking and to make suggestions concerning the organization. Furthermore, it gives you the chance to ask the donor not only for another gift, but also for names of people the donor knows who might also be interested in your work. While these types of information can be exchanged over the phone, a phone conversation is never as personal an interchange as a meeting.

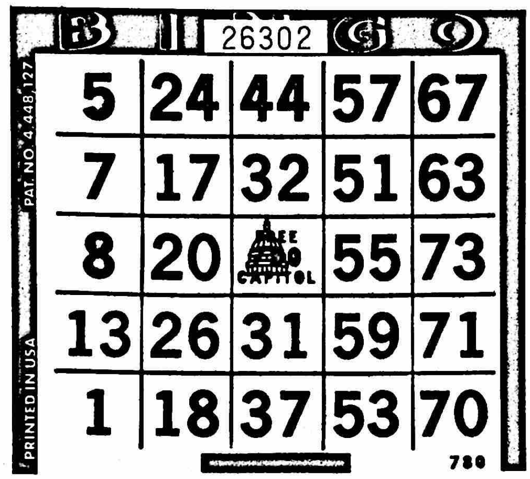
Upgrading the $500 donor

To get an upgraded gift from this person, you must first determine if the person can afford a bigger gift. Think through what you know about their financial situation—has it changed for the better? This means drawing some conclusion from facts such as whether their last child has graduated from college, whether they've mentioned to you that their house is now completely paid for or that a wage-earner has been promoted. A second factor in determining whether or not to ask the person to upgrade their gift is your understanding of how much the gift they made to you represented relative to their financial situation and their belief in your cause. For example, an advertising executive earning $125,000 a year gave $1,000 to an organization in his community. At the time he gave the gift, he mentioned it was the largest gift he had ever made, although he did support some other local charities. Though a big gift, $1,000 is clearly not the maximum amount this person could afford for a charity that is apparently his primary financial commitment. So after two years of giving at that level, an upgrade to $1,500 or even $2,000 would be most appropriate. In another example, a schoolteacher earning $18,000 a year gave $750 to a citizens' group that opposed toxic dumping in her community. To request an upgrade from her is probably not appropriate, if you know nothing else about her financial situation aside from her salary.

It is never inappropriate, however, to ask people in this category to increase their gift by $50 or $100. Even if they turn you down, the request does not seem presumptuous.

In conclusion, remember that when people give your organization money, they are paying you to do work that they cannot or will not do on their own. Thus, in some ways your request for money is merely a request for payment of services already rendered, or a request to recommit to continue rendering these services. The difference between a donor who renews and one who does not or a donor who, when able to upgrade, chooses only to renew or give less, is not a reflection on the content of your work. Rather, it is a comment on the enthusiasm of the solicitor. Particularly with renewing donors, the content of the work has already been "bought;" it is the rekindling of that original desire to buy that keeps the donor giving. People go back to a restaurant they like not to see a new menu, but because they like and trust the old menu. And people go back to their same vacation spots hoping that they will be the same, not hoping that they have changed. ■ KK

Hard Work + Steady Income = B I N G O !



Could your agency use $100,000 a year that came from a part-time business instead of from government or foundation grants, and that could be relied on year in and year out?

Some California non-profits think they've found the answer, thanks to innovative entrepreneur Tom Ross. For over four years Ross has managed an entertainment business—a Bingo center—in Sacramento by putting his knowledge, equipment and leased premises together with non-profit agencies who run the actual games. In November, 1987 he started a second Bingo business for non-profits, this time in Berkeley.

This is how it works. Ross finds the space—the Berkeley one, a former supermarket, is about 10,000 square feet—and gets in the equipment needed: tables and chairs, microphones, Bingo number selection machines, lighted display boards, and snack bar. He also furnishes the security guards: one in the parking lot and one inside the game area. Then he looks for non-profit groups that want to run the games. The games can go on each night of the week, so there can be seven different non-profits participating.

In Berkeley, five non-profits signed up, two of them for two nights each. They are Camps Inc., the Bay Area Jewish Theatre, Bananas (a childcare referral agency), the Jewish Community Center, and the Rumford Foundation (sponsored by a black fraternity). The Sacramento games include a public radio station financing its new transmission tower; the Asian Community Center, building a convalescent hospital; the Stanford Home for Children; and the Development Disabilities Service Organization, which has been able to buy a three-acre school facility with its Bingo income.

Ross has specific criteria for choosing the non-profits that will run the games, because he wants to be sure they can handle the task. These criteria include: being an established agency with a Board of Directors that is representative of the entire community;

having a track record of a need for funds and successful operation of a budget; having a good volunteer base; and being able to raise the start-up money.

The major responsibility for the non-profits is to purchase supplies for their night, and to staff their night with about twelve volunteers: callers, monitors, box-office person, ticket sellers, floor manager. The non-profits have learned that they need one part-time, paid staff person to be the Bingo manager, since it takes about 20 hours a week for all the chores involved: calling and scheduling volunteers, doing the accounting and banking, ordering supplies, and keeping tight inventory control. The non-profit pays a fixed monthly rent to Ross and also spends from $2,000 to $3,000 a month for the Bingo sheets and a separate lotto-like game of chance called Pull Tabs that sell for 25¢, 50¢ and $1.00.

Competition from the usual church Bingos is not as formidable as one might think because the churches generally run their games only one or two nights a week. The seven-night-a-week Bingo is easier to promote and it attracts a steady clientele.

The Bingo games are a very social activity. The box office opens at 5 o'clock, and many players come an hour or two before the official starting time of 7 p.m. to have a snack and chat with the other regulars. Every person must buy an admission ticket—$15 at the Berkeley place—that allows them one packet of 18 "faces" or sheets. Each game sheet has six Bingo cards on it, which are all played at the same time, so it takes a nimble mind to keep up. The challenge is heightened by introducing a different kind of Bingo with every game. Some require an X to win, the next time it will be a pyramid or a letter T. Prizes are the $250 maximum allowed by the state; they may vary in other states.

Because of the complexity of running these modern-day Bingo games, it's a must for any agency that wants to run one to make sure all volunteers get training, and also visit other Bingo rooms in their area to see their operations. Gone are the wooden counters or plastic disks of our childhood Bingo games at home. Nowadays players use a marking pen called a dauber to mark the called number.

Most of the players are there because this is their preferred entertainment, not because they want to support the cause of the non-profit managing that night, though of course each non-profit will encourage its supports to come. The Berkeley operation requires 250 players to break even; at 230 players it loses money. Smaller towns where expenses are lower can charge less and have a lower break-even number of players. But the games must go on despite fluctuations due to weather or competing events like the World Series or Christmas shopping. Players must be over 18, and no alcohol is allowed. Unhappily, Bingo and smoking seem to go together: about 75% of the Berkeley players are smokers.

Coping with smoking is just one of the requirements for volunteers. They also need to have an outgoing personality for the tasks they do, and agree to a firm commitment for, say, two nights a month for a six-month period. They also need to understand that they are considered to be staff. The games are run professionally and must be thought of as a business, not a sideline.

The non-profit agency needs to have a sizeable start-up fund to cover first and last month's rent to the entrepreneur, supplies, and promotion. With games the size of those in Berkeley, this start-up fund should be $10,000 to $15,000 per group. That does not have to be a barrier if an agency can get loans from friends and pay them back over the next six months.

The big "if"—and why Bingo games aren't proliferating like rabbits across the nation, is whether there is an entrepreneur to make the initial investment in the physical plant. It can cost up to $250,000 to find the appropriate space of 10,000 to 12,000 square feet, modify it for Bingo use, and buy all the equipment needed for, say, 400 players. This obstacle can perhaps be overcome if a group of non-profits were to get together to declare their interest and persuade a private investor to become their landlord. That person would be assured of a good return.

A second "if" is getting the necessary permits, a task where the entrepreneur may need the help of the non-profits. Some areas have Bingo ordinances, others do not. In some regions there may be strong feelings about allowing 'gambling' or games of chance. Getting permits can take months and requires a careful strategy to present the games as meeting a community need both for recreation and for financing important programs that serve many people.

But, what a business for a non-profit! The enthusiasm from one manager, Joan Coyle of Camps, Inc., is contagious. She says that having a Bingo business with the regular money it supplies gives her agency freedom to get on with its work, not spend staff time trying to get "soft" money like grants. Yes, it's work, but it's work that any non-profit can learn to do if it has enough supporters who will volunteer at calling out "N-39!"

For answers to questions and further information, you can contact Tom Ross, Berkeley Community Service Center, 1284 San Pablo Ave., Berkeley, CA 94710. For supplies in your area, look in the yellow pages under Games and Game Supplies, Wholesale and Manufacturers.

Pat Cody, while not a Bingo player, has been raising money for her favorite non-profit groups for many years. She is a founder and staffperson of DES Action, an organization which helps people exposed to the drug diethylstilbestrol.

Profile Your Ads

by Wendell Anderson

Advertising is as important to non-profit agencies as it is to for-profit businesses. Advertising, whether paid or public service, delivers your message to potential clients. But, sometimes your ad or public service announcement doesn't appear the way you imagined it. The image of your organization that you wanted to convey doesn't materialize. One way to create ads and public service announcements that deliver your message and draw attention to your agency is to use an advertising profile.

An advertising profile is an outline, a blueprint of your ad or public service announcement. It's a planning tool, a strategy instrument. It allows you to see your ad in your mind's eye, to hear your PSA in your mind's ear.

An advertising profile is effective for newspaper, magazine, billboard, direct mail, radio, or television ads and PSA's, and for any type of service. If you create your own ads, an advertising profile helps you to focus on your message. If the media or an ad agency designs your ads, a profile explains to sales representatives, copywriters, and producers exactly what you, the advertiser, want to communicate.

There are two parts to an advertising profile. The first part addresses general concepts. The second focuses on the particular content of the ad.

The first part of the advertising profile concentrates on six concepts.

1. Objective: What do you want to accomplish with your ad or PSA? The more specific your objective, the more concise your ad will be. Some advertising objectives are: To introduce a new service, idea, or staff member; to announce a change in location or opening of a satellite office; to attract new clients; to build agency image; to perform a public service; to raise funds.

2. Target: Who will use your service? If you've done your market research and needs assessment, you know who your clients are. Are they female or male or both? What is their income, age, need? Where do they live? Tailor your ad to the person who needs your services.

3. Medium: Which medium best reaches your target? Each advertising medium—newspapers, magazines, radio, television, billboards, direct mail—has its audience. Your local sales representatives will be glad to show you exactly who and how many people their medium reaches. Each medium also has its own kind of advertising. Newspapers, magazines, and billboards are visual; radio is audio; television is visual and audio. Once you've selected the medium, you can concentrate on the kind of ad you want to create.

4. Benefits: How does your service satisfy the needs of the client? What does your organization provide that others don't? All clinics, for example, provide health care, but some specialize in prenatal care while others offer preventive measures.

5. Position: Where does your organization fit in the local market? Maybe yours is the only non-profit in town that advocates the arts, or the only agency in the county that works with runaway teens. Perhaps your agency is the oldest or biggest of its kind in the state. Your position, or niche, is what makes your agency and your services unique.

6. Tone: How do you want to convey your message? What image do you want for your agency? The tone is carried by both words and graphics. The tone can be humorous, folksy, romantic, dignified, historical, sentimental, nostalgic,whimsical, artsy, or educational. An ad with a humorous tone, for example, would work for an animal adoption agency, but not for an AIDS clinic.

The second part of the advertising profile concentrates on the specific information of the ad or public service message. The following six elements, although elementary, are sometimes neglected by people who create ads.

1. Who: Your agency's name; the name of a new staff member; the name of a major contributor.

2. What: Your services and how they solve special problems.

3. Where: The address of your agency and special instructions on how to get there, if necessary.

4. When: Hours of operation; special hours; the year your organization opened.

5. Why: The reasons for using your services. This relates to the "Benefits" section in the first part of the profile.

6. How: How much your services cost; how to get more information; how clients can contact you.

Whether you create your ads or leave them to the professionals, an advertising profile can help you design effective ads and PSAs that attract attention and bring in clients.

About the author: *Wendell Anderson is a marketing specialist for the Lane Community College Small Business Development Center in charge of media and public relations. He lives in Eugene, OR.*

Sample Advertising Profile

City Teen Health Clinic

Objective: To introduce new Stress-Management Clinic.
To attract new clients.

Target: Teens in need of health care, particularly management.

Medium: Radio station WXXX, afternoon drive.
Radio station WZZZ, late-night talk program.

Benefits: Physical and mental health.
Confidentiality.
Low cost, sliding scale rate.
Drop in, no appointment needed.

Position: Only clinic in town that serves teens exclusively.
Oldest "alternative" clinic in state.

Tone: Friendly, understanding, chatty; no music background.

Who: Citywide Teen Health Clinic. Dr. Janet Wilder, M.D., Stress Management Clinic coordinator.

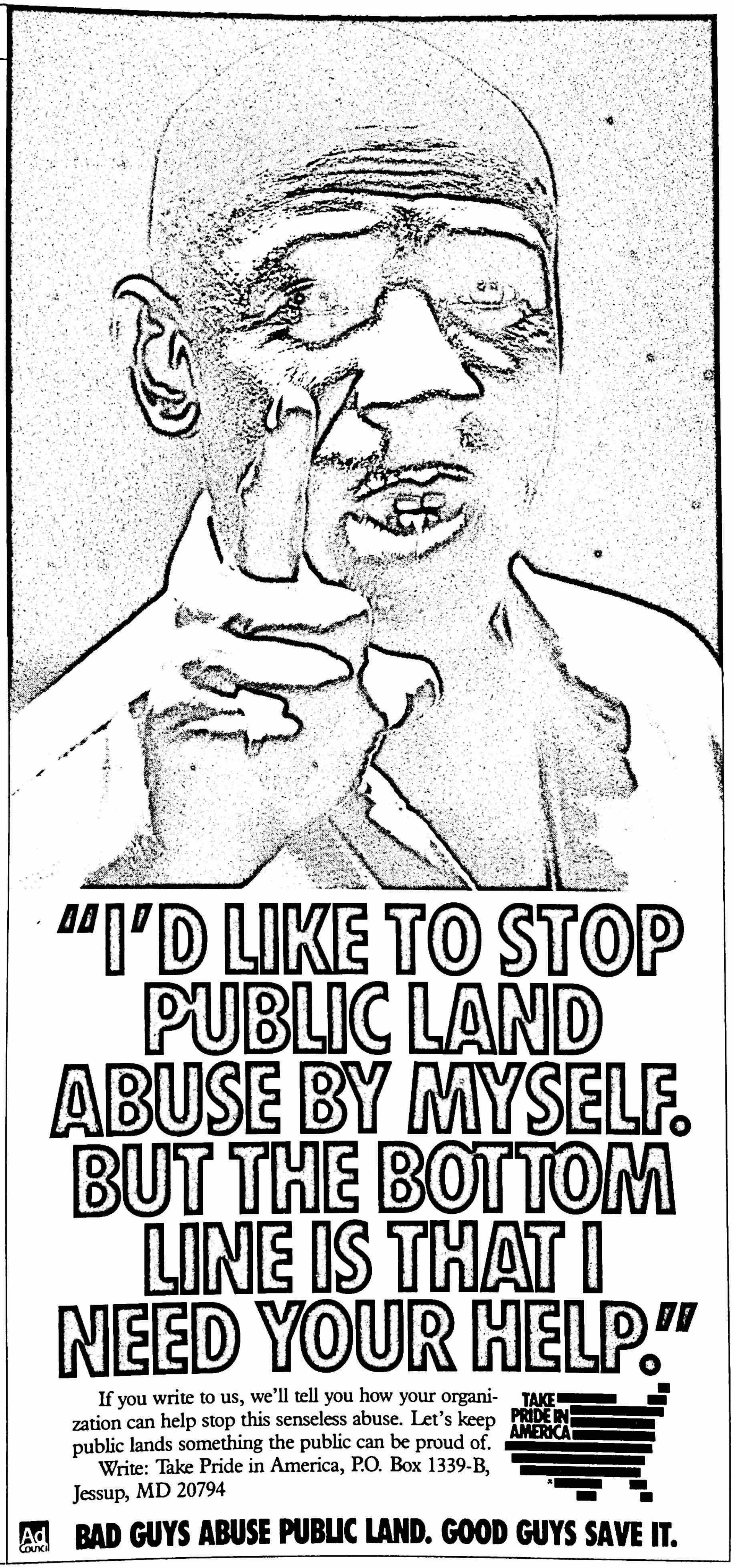
What: New Stress Management Clinic.

Where: 1234 Washington Ave., next to Downtown YMCA.
Take 26A city bus.

When: Stress Management Clinic—Monday, Wednesday, Friday, 4 to 7 p.m.
Clinic hours—Monday through Saturday, 9 a.m. to 7 p.m.
Emergencies anytime.

Why: See "Benefits."

How: How much—sliding scale.
How to get more information—call 555-1212.
How to qualify—no restrictions. ■



be directly involved in each task. Once the Administrator approved the plan, and with the help of key staff, we selected people to help implement the plan—residents in the retirement community and other staff members who we felt would get the job done.

At a meeting of residents, staff members, district office personnel and our Administrator, each person was assigned specific tasks. All were scheduled to meet one week from original meeting date to discuss their progress. If they reported they needed help, the co-chairs selected other residents and/or staff members to help them complete their assignment.

We found that everyone asked to help was most willing to do so. By making the entire campus feel that their participation was crucial to our success, we had 100% cooperation.

All commitees were concerned with the following tasks:

1. development of fliers for fundraising
2. development of mailing list for fliers
3. development of system to handle incoming fundraising monies
4. development of visible indicator (thermometer) of how many funds had been contributed on a weekly basis
5. development of acknowledgement letter to contributors
6. recruitment of volunteers to address envelopes personally
7. recruitment of volunteers to stuff envelopes with fliers
8. recruitment of volunteers to take to post office and mail fliers

The Event Takes Shape

The major fundraising event of this effort was a "Bus Faire." But it was not a simple party! The fair consisted of several events all on the same day. Areas of concentration for the fundraising committee were:

1. ***opening*** session for everybody (by administrator)
2. ***food*** (outdoor barbecue at noon of the day of Bus Faire—residents and staff members had to inform Food Services a week prior to event as to how many people would be at the barbecue as food needed to be ordered in large quantities)
3. ***raffle items***—committee members contacted local businessmen and women to donate items (In the future, residents could be used to obtain items for raffle; however because it was their first attempt at a fund-raising event, committee members thought it best to handle it to see how great the response was.)
4. ***ice cream social*** (Each person could fix their own dish of ice cream with all trimmings provided.)
5. ***cakewalk*** (Residents and staff members donated cakes for a cakewalk.)
6. ***walk-a-thon*** (for residents, staff and friends— a course was set up for this 1 mile walk-a-thon)
7. ***bicycle ride*** to beach and back (for residents, staff and friends)
8. ***bake sale*** (Residents and staff donated baked goods.)
9. ***tours***— arranged by residents for anyone who would like to tour the facility
10. ***finale—the company controller*** rode from Los Angeles to Santa Barbara arriving just in time to total the chart which outlined where all the funds came in from (he came down the ramp on his bicycle up front where the chart was standing on an easel and dramatically totaled up all the contributions, including funds received as a result of the "Bus Faire.") Prior arrangements had to be made by committee with him so in order that he would arrive at the exact moment.

After all the areas of concentration worked out, there were many other items that had to be considered, such as:

1. Setting up the *ticket stand*—No monies were used by individuals attending the "Bus Faire" except for purchasing tickets when they came to the event. Each event had a box where participants put their tickets for that event.
2. Selling *tee shirts* with fundraising slogan on it.
3. Deciding on the *time* for each event.
4. Selling *mugs* with the organization's name on them.
5. Designating key individuals to help with preparations including the following:
   - general set-up for the event
   - sign-making for all the events
   - set up public address system
   - set up trash receptacles
   - opening restrooms for the event
   - obtaining helium balloons to be delivered to the event
   - clean-up crew
6. Designating individuals who would have special roles in the event, including:
   - master of ceremonies (administrator)
   - security guards
   - health care personnel
   - treasurer for the event
   - tour-leader

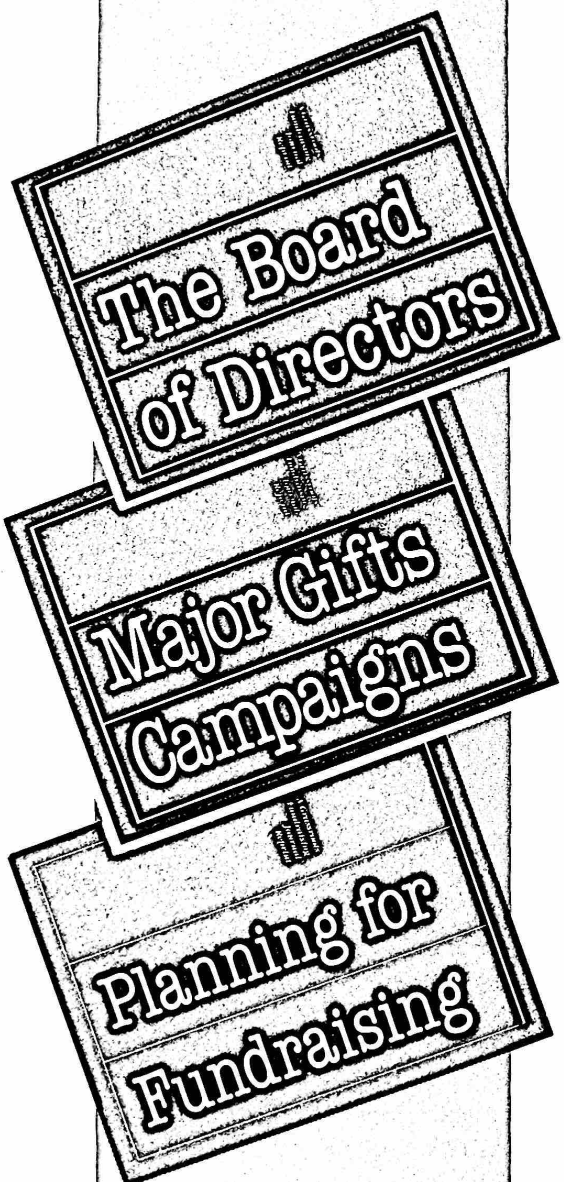
As preparations were being made, each committee member and their designee(s) reported back to the committee at the weekly meeting.

This fundraising effort was the first that the retirement community had ever undertaken. With much hard work, dedication, team work and organizational skills, the day of the "Bus Faire" went as smoothly as anyone could ask. The dollar amount raised went over the goal of $40,000 and the overage was earmarked for an additional vehicle for short trips.

The spirit of all those involved in the planning, preparation, implementation and participation showed administration and staff that if you want a project to be successful you must involve all those who would be affected by your efforts. Everyone should be able to offer input or suggestions to make a fundraising effort successful.

During this experience, I learned that fundraising is a lesson in organizational and implementation skills. If one keeps one's mind on the goal and implements the plan properly, success will always follow.

Emily Brennan Cratty lives in Lexington, KY. ■



For a limited time only, order all three reprints, and get the Index free.

The Best of the Journal

Three unique collections from the first five years

The Board of Directors:
Our best articles on one of the most basic issues facing community organizations today: how to develop a Board of Directors who are willing and able to raise money.
16 PP.; $6.00

Major Gift Campaigns:
From getting over your fears, to the letter, the phone call, and the meeting itself—these articles tell you what you need to know to put together a campaign to solicit large contributions from individuals.
20 PP.; $7.00

Planning for Fundraising:
Includes many of the Journal's most requested articles, now out of print. How to handle severe budget cuts, use summer efficiently, hire staff and consultants, and more.
16 PP.; $6.00

The First Five Years: An Annotated Index:
And now, the Grassroots Fundraising Journal is at your fingertips: If you ever felt frustrated because you read something in the Journal and couldn't remember later which issue, or ever wondered if we've written something on benefit concerts, products for sale, or phoning prospects, this index is what you need. It's a must for long time subscribers and helpful to new subscribers wanting to know which back issues are best for them.
6 PP.; $2.50

Postage and handling included in all orders. To order, send check or money order to: *Grassroots Fundraising Journal*, 517 Union Ave., Suite 206, Knoxville, TN 37902

Back Issues

VOLUME THREE

Number 1 (February 1984): Cash Management for Smaller Non-Profit Organizations; Using Phonathons for Renewal; Free Advice for a Price (how to hire and use a consultant).
Number 3 (June 1984): Computers for Non-Profits (Part Two); Setting Up a Canvass (Part Two); Fundraising Luncheons (Part One).
Number 6 (December 1984): Developing a Membership Base; How to Break Through the Bureaucracy (getting access to government money); But Will They Open the Envelope? (designing carrier envelopes for direct mail appeals).

VOLUME FOUR

Number 3 (June 1985): Membership Record Keeping: If We Only Had an Endowment (What to consider in starting an endowment fund); A Community United (case study of a farming community's fundraising efforts to help a family in need).
Number 4 (August 1985): Through Rain, Sleet and Snow (the personal experiences of a canvasser); Major Donor Prospecting; Hiring a Development Director; Rapidly Growing Women's Funds; Long Beach "Friendraiser" (case study of a special event designed for publicity).
Number 5 (October 1985): Planning and Running a Phonathon; When Money Isn't the Problem; Philanthropy 1984 Summary.
Number 6 (December 1985): How to Use the Media; Grassroots Fundraising: Back to Basics.

VOLUME FIVE

Number 1 (February 1986): State of the Journal; Raising Money from Churches; Creating a Successful Renewal Program.
Number 2 (April 1986): Seven Deadly Sins, Part One (Organizational Development); Marketing for Grassroots Organizations, Part One; So You're On The Air: Writing PSA's.
Number 3 (June 1986): Seven Deadly Sins, Part Two; Logistics of a Major Gifts Campaign.
Number 5 (October 1986): Marketing, Part Three; Personal Giving Plans, Part Two; Beating The Numbers Game.
Number 6 (December 1986): Changes in the Tax Law; Marketing, Part Four: Using Your Donor Surveys; Fundraising is a Song and Dance (Case Study of a Benefit Musical); Creating Slide Shows.

VOLUME SIX

Number 1 (February 1987): Strategic Planning for Voluntary Non-Profits; A Personal story: Raising Money for a Trip to the Soviet Union; Twenty Words That Sell.
Number 2 (April 1987): The Art and Science of Direct Mail Copywriting, Part One; "Spelling for Dollars"; How to Hold a Better Meeting.
Number 3 (June 1987): Direct Mail Copywriting, Part Two; The Celebrity Auction.
Number 4 (August 1987): Philanthropy in 1986; The State of the Journal; The Meaning of Self-Sufficiency; Federal Policy and Nonprofit Postal Rates.
Number 5 (October 1987): Keeping in Touch with Major Donors; A Few Words on Better Board Meetings; Why Throw Money Away?
Number 6 (December 1987): Penetrating the Mystique of Philanthropy; How to Hire an Executive Director; How to Do a Raffle.

VOLUME SEVEN

Number 1 (February 1988): Confessions of a Grantsperson; Tax Reform has Neutral Impact; Stock Mark Crash.
Number 2 (April 1988): New CFC Regulations Dangerous; So You Want Your Board to Raise Money; Basic Principles of Fundraising; Warehouse of Resources.

ORDER FORM

Qty.	Item		Total
	BACK ISSUES		
	Vol. 3, No. 1	3.50	
	Vol. 3, No. 3	3.50	
	Vol. 3, No. 6	3.50	
	Vol. 4, No. 3	3.50	
	Vol. 4, No. 4	3.50	
	Vol. 4, No. 5	3.50	
	Vol. 4, No. 6	3.50	
	Vol. 5, No. 1	3.50	
	Vol. 5, No. 2	3.50	
	Vol. 5, No. 3	3.50	
	Vol. 5, No. 5	3.50	
	Vol. 5, No. 6	3.50	
	Vol. 6, No. 1	3.50	
	Vol. 6, No. 2	3.50	
	Vol. 6, No. 3	3.50	
	Vol. 6, No. 4	3.50	
	Vol. 6, No. 5	3.50	
	Vol. 6, No. 6	3.50	
	Vol. 7, No. 1	3.50	
	Vol. 7, No. 2	3.50	
	The Board of Directors	$6.00	
	Major Gifts Campaigns	$7.00	
	Planning for Fundraising	$6.00	
	Five-Year Index	$2.50	
		TOTAL ENCLOSED	

Groups wishing to order bulk copies of the reprints may do so at a discount of 30% on orders of ten or more of the same issue. Also, there is a 40% discount for orders of ten or more of the same copy of any back issues. For groups wishing to order multiple subscriptions for their local and regional chapters, there are substantial savings. All offers subject to availability. Write for more information.

Send to:
Name ______________________
Address ______________________
City ______________________
State ____________ Zip ____________

Subscriptions

I want to subscribe:

☐ **New subscriber:** ☐ One Year ($20) ☐ Two Years ($40) ☐ Three Years ($60)

☐ **Renewal:** ☐ One Year ($20) ☐ Two Years ($40) ☐ Three Years ($60)

Change of address: enclose mailing label and write new address below:

Name ______________________ Organization ______________________

Address ____

(Please allow six weeks for processing new subscriptions.)
Make checks payable: ***Grassroots Fundraising Journal.*** Send to: 517 Union Ave., #206, Knoxville, TN 37902

Grassroots Fundraising Journal
517 Union Ave.
Suite 206
Knoxville, TN 37902

Bulk Rate
U.S. Postage
PAID
Knoxville, TN
Permit No. 716

Address Correction Requested

Moving? Please send us your new address.