



Fundraising Handbook

The ACYO guide to fundraising,
according to the
ACYO-WD Central Council.

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Welcome

to the ACYO Fundraising Handbook

One of the many efforts of the ACYO is to strengthen membership and promote the appreciation of Armenian cultural heritage. The purpose of this handbook is to serve as a support and guide to chapters in fundraising whilst exercising Christian beliefs according to the Doctrines and teachings of the Armenian church.

The ACYO-WD Central Council hopes that this is a useful introduction to ACYO fundraising. If your chapter has any questions, concerns, or would like supplemental guidance, please refer to the contact information below or reach out to your Central Council liaison.

In Christ,
The Armenian Church Youth Organization Central Council

Contact Information



Armenian Church Youth Organization
3325 N. Glenoaks Blvd. Burbank, CA 91504



Email: acyowd@gmail.com



Instagram: [acyo_westerndiocese](https://www.instagram.com/acyo_westerndiocese)



Facebook: [ACYO Western Diocese](https://www.facebook.com/ACYO.WesternDiocese)

Why Fundraise?

- To promote teamwork and fellowship amongst chapter members
- To stimulate chapter growth
- To pay for ACYO events
- To collaborate with Armenian organizations and groups
- To support the Armenian community
- To exercise the beliefs of the Armenian church



Fundraising Basics

PURPOSE

- Does the group want to raise money for Armenia?
- Does the group need funds for Sports Weekend?
- Is the group planning to host an event in the future?

TYPES of Fundraisers

- Basic restaurant fundraiser (Panda Express, Pieology, etc.)
- Event-based Fundraiser (game night, luncheon, etc.)
- Sponsors (an individual/ organization who pays for some cost of event in return for advertisement)
- Donations (collecting money FOR something)

COMMUNICATION is key

- Be sure to discuss with ACYO board and chapter members to see what kind of fundraiser is being held, the purpose of the fundraiser, gauge member availability, etc.

DESIGNATE roles

- Assign each board member a role in the fundraiser. This maintains structure within the group.
- Be sure to include ACYO chapter members as volunteers.



Make sure the selected **date** does not conflict with the church calendar for large ACYO events such as Sports Weekend, retreats, or regional meetings.

How to Host a Fundraising Event

Event Ideas

- Art Raffle
 - ◆ Ask Armenian artists to donate art and raffle it
- Bake Sale
- Car Wash
- Concert
- Fashion Show
- Luncheon after church
- “Meet & Greet” Dinner
- Paint Night
- Pancake Breakfast
- Poon Paregentan Party
- Spa Night
- Restaurant Fundraiser

Get **CREATIVE!**

STAY CONNECTED!

Bring ACYO Membership forms to each event in case potential members attend!



Pre-sell tickets or sell tickets at the door!



Advertise **CONSISTENTLY!**



Create flyers



see fundraising checklist



Fundraising Checklist

This checklist can help determine whether your ACYO has key details covered for your event. This is not meant to be a complete guide to your fundraiser, but rather a list of logistics pertaining to it.



- ☐ What is the event?
- ☐ When is the event?
- ☐ Where is the event?
- ☐ Who is the event for?
- ☐ How much are you hoping to raise?
- ☐ What are the costs to run the event?
- ☐ How will the event be publicized?
- ☐ Do you need decorations?
- ☐ What do we need to set up the fundraiser (if applicable) and when will we set up?
- ☐ How will the money be collected?
 - ☐ Cash, credit, Venmo, etc.
 - ☐ If collecting cash, is there a cash box or safe place for cash to be stored?



**Have each member
provide a report/update
on their designated role
in the event.**

Scripts

Below are basic call and email scripts that may serve as a tool when reaching out to businesses or organizations with whom your ACYO would like to fundraise with. Designate a board member or ask a volunteer to reach out to the business or organization.

Cold Call Script

Hello, my name is _____ and I am with the Armenian Church Youth Organization at insert church name. We are interested in hosting a fundraiser and would like to know who to speak to in order to receive more information on fundraising.

Questions to Ask:

- What percent of the proceeds would the group receive and how long after the fundraiser would we receive the proceeds? How would we receive the proceeds?
- Do we make our own flyers or does your establishment provide one for us to post?
- Is there a minimum or maximum amount that needs to be raised and if so, what are those amounts?
- Is a W-9 form required?
- How far in advance do we need to begin a fundraiser? Is there a one or two week notice?
- Be sure to note the name of the person you spoke to on the phone
- Write the number, email, address, and answer to all of the above questions (see pg. 13 for more information)

Email Script

Dear insert business name,

This is insert your name from the insert church name Armenian Church Youth Organization. These next two-three sentences can describe the event you are planning. Please find the formal sponsorship information in the attachments below.

We thank you for your interest and consideration in partnering with us to help make insert event title happen for the Armenian youth!

attach completed sponsorship letter (pg. 10)

attach sponsorship form (pg. 11)

Sincerely,

Your Name

Position on Board

Church Name ACYO

Phone number/email

Sponsors

The purpose of a sponsor is to gain financial support by a business that will help your ACYO chapter reach your goal, whether it be to fly out to an ACYO event, support a chapter event, and/or connect with other businesses.

- Why is it important for them to contribute?
- Do you portray that you believe in the mission in the event?
- Why should they donate money?





ARMENIAN CHURCH YOUTH ORGANIZATION
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WESTERN DIOCESE OF THE ARMENIAN CHURCH OF NORTH AMERICA
Est. 1949

<DATE>

Dear (PATRON),

On behalf of the **INSERT CHURCH NAME** Armenian Church Youth Organization (ACYO), I send you warm greetings and would like to take this opportunity to inform you of our upcoming events:

- Give a brief description of the event you are holding and why you are hosting it.
- If you are hosting multiple events or raising money for multiple events, include them as separate bullet points to show group activity and provide incentive for sponsors.

As a representative of the ACYO, I invite you to partner with us in our efforts to prepare and educate the future leaders of our church communities. Please take a moment to consider contributing to the ACYO in any capacity. Our expenses have increased significantly over the past years. We are raising money to keep event prices affordable, so that we can ensure that as many of our youth as possible can take part in these uplifting and spiritual weekends. Our levels of sponsorship are as follows: Bronze (\$100-249), Silver (\$250-499), Gold (\$500-999), and Platinum (\$1000+). If you are so inclined, please make checks out to **INSERT CHURCH ACYO** and mail to the following address: **INSERT CHURCH ADDRESS**. Your contributions will be acknowledged at each event.

We are actively continuing our mission of integrating new generations of Armenians into the life of the Church and educating them about our cultural heritage. We continually provide them with opportunities for worship, service, education, and fellowship in Christ according to the doctrines and traditions of the Armenian Apostolic Church. Your contribution will undoubtedly aid us in this mission. We thank you for your consideration.

Sincerely,
(insert signature)
(your name)
(title)

INSERT CHURCH ACYO NAME
(your phone number)

SPONSORSHIP FORM

In the space below, please provide us with the exact name, address, and contact information of an individual or company name, as you would like to appear in our marketing materials, as well as the amount you will be donating. If you are contributing at a Sponsor or higher level, please attach a business card or an ad (jpeg file) you would like us to use.

First and Last Name: _____

Business Name: _____

Phone Number: _____

Email: _____

Address, City, State, and Zip Code: _____

Yes, I would like to help by becoming a (circle option):

Patron	\$500	Your name or company's name will appear in the program, a full page ad in the program and a complimentary table.
Sponsor	\$250	Your name or company's name will appear in the program, a half-page color ad in the program, and 2 complimentary tickets.
Friend	\$125	Your name or company's name will appear in the program, a business card size color ad in the program.
Other	\$_____	The grateful appreciation of the ACYO Western Diocese of North America.

To: ATTN: **INSERT CHURCH** ACYO
INSERT CHURCH ADDRESS

ORGANIZATIONS

- Armenian Hero Project
- Haykforourheroes
- Armenia Tree Project
- Armenian Assembly of America
- Armenian Unity Project
- ANCA-WR
- Armenian Autism (AAOP)
- Harmony Speech Therapy
 - ◆ Contact Taline Ashekian
- AASMC Physical Therapy and Sports Medicine
 - ◆ Contact Nicholas Tavoukjian and Nareg Ashekian
- OC Christians for Armenia
- Backpacks for Armenia
- Armenian Student Organizations
- California Nursing Students' Association
 - ◆ Contact Talar Chekian



Fundraising Document Outline

This outline can help organize ideas. Keep an ongoing document in your chapter's ACYO Google Drive to maintain an updated list.

Format

Restaurant/ Establishment Name

Address

Contact Name (if applicable)

Phone Number

Email

- Start a bullet list
- Percentage of proceeds
- What forms are required
- Timeline



Example

Pieology

5068 N Palm Ave, Fresno, CA 93704

(559) 225-2574

- Requires W-9 form
- \$799 >
 - 20% of the proceeds
- \$800<
 - 25% of the proceeds
- Needs 2 week notice



ADVERTISING

Flyers	Social Media	Outreach
<p>How to create a flyer</p> <ul style="list-style-type: none"> Sites to build a flyer <ul style="list-style-type: none"> Canva, GoogleDocs, Pages, Word Print and/or share digitally <p>What to include</p> <ul style="list-style-type: none"> Who is hosting the event (ex. St. Paul ACYO Juniors) Date (Day, Month, Date, Time) What is the event? <p>*** see flyer examples on pgs. 15-16</p>	<p>Instagram</p> <ul style="list-style-type: none"> If your chapter ACYO does not already have an Instagram account, create an account to connect with other ACYO members locally and throughout the diocese <p><u>GET CONNECTED</u></p> <ul style="list-style-type: none"> Follow ACYO members, parents, friends, and ACYO members throughout the diocese Post on the account AND Instagram stories <p>Facebook</p> <ul style="list-style-type: none"> A LOT of church members have Facebook- be sure to post on here too!! 	<p>Local Parish</p> <ul style="list-style-type: none"> Print out flyers to pass out at fellowship Ask your priest to make an announcement Share flyer in church newsletter/dajar Ask local ACYO members share digital flyers to their personal accounts Send an email out to ACYO members and church members <p>Connect</p> <ul style="list-style-type: none"> Invite/involve neighboring parishes to fundraisers or events to foster fellowship amongst the youth Encourage members to bring their friends!



Link your Instagram and Facebook accounts so that posts and stories are automatically posted to both accounts



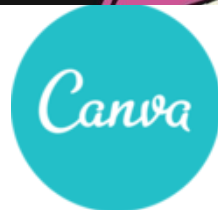
Reach out to a central council member and ask them to share your flyer in the newsletter and social media accounts. Central Council is here to support YOU!

Flyer Examples



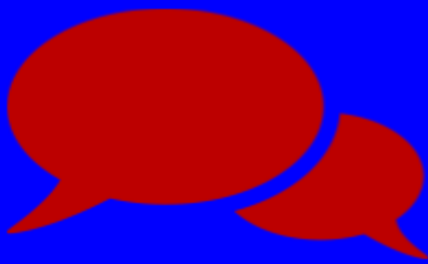
**Each of the four flyers
a similar structure:**

- Name of Event
- Day, Month, Date,
Time
- Address
- Price (if
applicable)
- Contact
information/RSVP
(if necessary)
- Food included (if
applicable)



Canva is a great site for creating flyers!





CONNECT

Instagram:

Acyo.sd
Acyo.seattle
Acyo_westerndiocese
Cv_acyo
Hyecamp
Seattlejunioracyo
Stapkaracyo
Stgeragos_acyo
stgregoriacyo
Stgregoryfowlerjracyo
Stgregorypasadenacyo
Stjamesacyo
stjamessac_acyo
stjohnsfacyo
St.mary.cm.acyo
Stleon_acyo
St.paul_acyo
Stvartanacyo
Yettem.acyo
Westerndiocese

Facebook:

Cyma WD
Fresno Acyo
St Apkar Acyo
StJames Acyo
StJohn Garabed Acyo
St Mary's Acyo
St Peter Jr Acyo
St. Vartan Acyo
Western Diocese
Yettem Acyo



Sign-Up Sheet

Name	Task/activity	Phone	Email	Date/time

ACYO Membership Information

Junior / Senior (circle one)

Name: _____

Address: (Street)_____ (City)_____ (Zip)_____

Home Phone: _____ Cell Phone: _____

Email address: _____

Date of Birth: _____

Age: _____

Grade: _____

Name of School: _____

Parents Names: (Mother)_____ (Father)_____

Additional Contact Phone Numbers: _____

Additional Email Addresses: _____

What ideas do you have for the ACYO? How can you help? What would you like to do?

Dues Paid: Yes :____ No:____ Cash: _____ Check:_____ Date:_____

Fundraiser Follow-Up Form

Name of Event: _____

Date of Event: _____

List or describe what was successful for the group, for the board, for the attendees, logistics-wise, etc.

List or describe what was NOT successful.

Amount spent: _____

Amount made: _____

Profit: _____



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WESTERN DIOCESE OF THE ARMENIAN CHURCH OF NORTH AMERICA
EST. 1949

This is the first edition of the ACYO-WD Fundraising Handbook. It is meant to serve as a guide to upholding the four pillars of the ACYO: worship, service, education, and fellowship in Christ while fundraising.

This handbook offers:

- general guidance on fundraising
- methods to strengthen group membership
- ideas with an emphasis on connecting with the Armenian youth and community through the Armenian Church
- resources and contacts

*"O God, you have taught me from my youth;
to this day I proclaim your wondrous deeds."*

-Psalm 71:17