

## 2022 GFWC Middle Atlantic Region Conference Fundraising Report

You will need to bring:

- Something as a paddle---popsicle stick and paper plate, auction paddle, whatever works, even just a card with a number on it
- An item to auction---can be a wrapped empty box (it is just a demo)
- Jar or Container for quarters
- A Quarter or two
- A few numbers --- chips with numbers, pieces of paper with numbers

Also have handy:

- 2 or 3 items from the GFWC Fundraising table and maybe a couple of friends to be your “Vanna’s” when you talk about the items.

### Presentation:

Good morning/afternoon my name Henri Belcher-Stack and I am our GFWC Middle Atlantic Region's fundraising rep on the GFWC Fundraising committee for the 2022-2024 administration. Feel free to reach out to me with any fundraising questions as I'd be happy to help. Today I am going to demonstrate a fundraiser for you, called the Quarter Auction.

This is a fun, fast paced fundraiser. In some states this is called a Dollar auction.

You will need about 30 items to auction off at various values and, it is important to have a good variety of items. Each item will be listed in the program with a value and the number of quarters needed to bid on the item. Up to \$25 would be a one quarter bid, \$26 to \$50 a two-quarter bid, \$51 to \$75 a three-quarter bid and so on.

Depending on your venue and what you are serving will determine the entrance fee which will include one paddle. Additional paddles can be sold for \$5 each. Ask your guests to bring 2 to 3 rolls of quarters for the auction (\$20 or \$30), and it might be good to have some rolls of quarters on hand for anyone who may have forgotten. As people enter you will provide them with a numbered paddle -- which can be an actual paddle, a paper plate on popsicle sticks or whatever as long as each has a unique number. Have a corresponding number to put in a container to draw winners.

Each table should have a container of some sort for quarters. The emcee will hold up the first item, give a brief description, the value and the number of quarters needed to bid. If the players are interested,

they are instructed to put the appropriate number of quarters in the container in the middle of the table and put their paddle up.

The emcee will say **“Quarters In, Paddles Up”** and then draw a number. If the number called corresponds to a number that is raised that person wins the item. If the number is not in play that person should yell pass and another number is drawn. Repeat for each auction item.

Note if someone purchased a second paddle and they wish to have two chances then they need to add the number of quarters for each paddle raised. Also, it is good to remind people they are going to get the item for 2 quarters or 3 quarters, and so bid on everything. You can always re-gift or use for another raffle.

This fundraiser has been very successful. One tip, is to have a small prize to do first as a “practice” round and don’t have them put quarters in for it, just so they get a feel for it.

We are handing out a sample flyer, from a club that has successfully had this fundraiser.

Commercial break: Please visit the GFWC vendor room/table to see the GFWC Merchandise we have for sale. Items such as membership pins, folders, gadgets, and other GFWC logo products (maybe have these items, or have someone in the room stand up with them as you talk about them).

One last thing and maybe the most important, remember to have a successful fundraiser you need to have attendees. And to have attendees you need to get the word out. COMMUNICATION AND PUBLIC RELATIONS is so important. Some examples: Create a Facebook page for the event. You can even sell tickets there electronically. Post on other FB pages, your club’s, your member’s

pages and community pages. Don't forget your district FB page if they have one. Ask people to share the information on their page, and Instagram, Twitter, and TikTok. There are also Newspapers, Community Bulletin Boards, Community Signs, Flyers, TV, Radio. You can have the details written on a business card, which are pretty inexpensive to print, and super easy to carry in your purse to hand out; and also place next to registers in local business for people to take. In some communities you can even ask your local bank to slip them in the envelopes given in the drive through. Whatever you do...get the word out!

If there are any questions, I will try to answer them.