



UNBOXED TRAINING SOLUTIONS
A New Generation of Training

2017–2018 FUNDRAISING GUIDE

**For Free Distribution for Non-Profit Associations.
All others, please contact us.**

<http://www.unboxedok.com>

Welcome to your leadership and fundraising journey!

We're proud to provide our 2017-2018 Fundraising Guide for non-profits and associations. As our philosophy states, anyone and everyone can be a leader regardless of your title, rank, or position. This toolkit will provide you ideas and themes to make your fundraising endeavors a success. A famous Mother Teresa quote is "You can do what I cannot do. I can do what you cannot do. Together we can do great things." So, let's teach one another in our learning. ***This is built to be an interactive learning tool.***



Our skilled team of experts include over 100 years of experience in education, training, and project management. Unboxed was founded in 2010 when a need arose to assist businesses and organizations with strategic planning, project management, and innovative solutions for organizations. Our approach is more than just thinking "outside of the box," but also "unboxing" current challenges to determine the best possible solution.

At Unboxed, we're more than just delivering a training program, but the focus is on making sure that the training component of your solution is research-based, high quality, and meets standards established by you and your stakeholders. After years of research, we've determined that most solutions for corporate and organizations are based on training. At Unboxed, we focus on backwards approach to solution development and management. This factors in human resources, training and development, and the organizational development approach to problem solving.

You're ready to start your fundraising journey. To be successful in this learning experience, you're going to need a few things in your box of fundraising solutions.

Checklist

1. A positive, open mind
2. A writing utensil
3. At least two other fundraising resources (no one has all the answers!)
4. A leader mentor or coach discuss brainstorm and ideas
5. Support from your team

Good luck and here's to being part of the solution!

A handwritten signature in black ink, appearing to read "Jack Hedrick". The signature is fluid and cursive.

Jack A. Hedrick
President & Senior Learning Officer

Our Mission and History

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How are we different than other training companies and speakers?

The Unboxed Training Solutions Team is comprised of members with formal teaching experience in K-12, career and technical education, and higher education. Aside from our formal teaching experience, we have decades of experience managing corporate, government, tribal, and contract training programs.

If you just want a "time-filler" or something to entertain your audience – we are probably not the best option for you. **Don't get us wrong, we do like to have fun! However, our primary focus is learning outcomes.** The team works hard to align our curriculum to your mission and the needs of the audience. After every training, we make sure participants know what you need them to know and can do what you need them to do. Using a "hybrid" educational and corporate competency model, we can seamlessly move between formal educational requirements and the corporate training world.



What We Do

Our “Top 5” client examples include:

1. Created a multi-level training program for a Federal grant in which participants are required to complete a specific number of training hours.
2. Facilitation of the development of a corporate strategic plan and managing benchmarks for progress.
3. Developed a comprehensive online training program for a state agency to assist with employee development and retention.
4. Assisting a non-profit organization in developing a new fundraising approach for their foundation. Over fifty key participants assisted in raising over \$30,000.
5. Developed a Native American curriculum for a school district to ensure the culture was taught throughout the K-12 years.



The Top 35 Unboxed Fundraising Ideas for 2017-2018

1. Open a resale store. Ask members of the community to donate professional business attire for job interviews, etc. Partner with a local dry cleaner who will donate their services or provide them at a low-cost. Resale donated items to students and community members.
2. Walkathon. Not everyone is comfortable with signing up for a 5K, so host a walkathon where everyone is willing to participate. Ask for event sponsors, charge walkers, and get local items donated from industry for give-aways.
3. Host a family bingo night. During the event, encourage kids to join the organization when they get older. Get prizes donated from local businesses.
4. Host a dog show. Charge a participation fee from competitors. Give simple awards and prizes for best in breed, best in show, etc.
5. Envelopes for sell. Buy or get 100 envelopes donated. Get local businesses to donate coupons, etc. Write a dollar amount on the front of each envelope. Allow students or community members to purchase each envelope at the dollar amount written on the front. They get to keep what's inside!
6. Host a movie night with concessions. Secure the auditorium or gymnasium for a free night. Sell tickets for a new movie or dated movie (you could even encourage the audience to dress up for prizes). Sell concessions during the movie.
7. A Haunted Trail. Choose a few of your friends to setup a trail ride or walk-through that won't soon be forgotten! Whether it's Halloween or not, you can still offer paranormal stories for local thrill seekers.
8. Host a community trivia night. Whether you are playing board games or testing academic skills for the school or community, hosting a trivia night can bring in big bucks. Get prizes donated and charge per team or per player.
9. Host an "Amazing Race." Watch the famous television show to get some ideas. Plant clues, hints, and solutions across the community. Solicit sponsors for each of the points of interest.

10. Golf tournament. Partner with a local Country Club or Golf Course. Sell entry fees and mulligans. Have an awesome hole-in-one sponsor (or get insurance)!
11. Host an online auction. Use familiar websites such as ebay or contact a professional to help you host an online auction. Ask for donations from parents, local businesses, advisory committee members, etc. People will generally pay more because they know they are supporting a local organization!
12. Holiday gift wrapping. Partner with a local retail store who will allow you to wrap presents for donations. If the store really supports your cause, ask them to donate the wrapping paper, tape, and gift tags.
13. Junk vehicle bash. Ask for a junk vehicle to be donated. Local government frequently auctions old or junk vehicles. Place the vehicle in a visible location (in front of a school, etc.), and invite local media to carry the story. Borrow a couple of sledgehammers and sell swings for \$5 each or three for \$10. For additional sponsorships, sell the ability to market local businesses on the car. They can spray paint their name or place a logo on the car.
14. Host a local business fair. Invite local entrepreneurs (yard mowing business, housesitting, babysitting, etc) to have a booth for a nominal fee. Share the story through the local media and invite banks and potential vendors of these businesses to sponsor the event.
15. Art sale. Host a special event where everyone in your organization creates artwork. Later, invite friends and family for the display the artwork in a gallery type setting and auction or sell each piece of artwork.
16. Teachers in Jail. Encourage students to raise money to put their teacher(s) in jail. Teachers with more money raised get longer “sentences.” Host a special event (popcorn party, movie, board games, etc.) in the auditorium for classes that don’t have a teacher that hour.
17. Teach a fitness class. Find the most “fit” people in your organization and have them teach classes for charity. Partner with a local gym or health club for sponsorships and potential attendees.
18. Military-themed cookbook. There are multiple opportunities with this concept. You could ask Veterans and families of Veteran’s to contribute recipes. Feature the Veteran in the cookbook. Make the recipes military themed such as Bulkhead Banana Bread or Devil Dog Pudding. Donate a portion of sales to the local VFW.

19. Pet picture day. Host a special event for pets where owners can have professional pictures made.
20. Host a special-edition “Chopped” featuring local community members. Watch a few episodes of Chopped and you’ll get the idea. Identify four highly entertaining community members to participate. Secure a host and a panel of judges. Prepare picnic baskets with mystery ingredients...and charge admission! To simplify, only allow toaster ovens, microwaves, crockpots, hot plates, etc. This works great in conjunction with a dinner.
21. Host an Alumni Mixer. Invite alumni of the organization. Plan a simple agenda for the event (for instance silent auction). Ask for monthly contributions or one-time contributions.
22. Sell candles. Visit Canadian Country Candles on Facebook for more information.
23. Cupcake Wars. Everyone makes cupcakes. Sell the cupcakes for a nominal fee. Allow people to vote for cupcakes by placing contribution jars in front of each cupcake. The cupcake raising the most money wins!
24. Host a professional dress fashion show. Partner with a local Goodwill or thrift store who will either donate clothing or allow you to sell the clothing for them. Have the clothing dry cleaned. Host the fashion show and allow attendees to purchase the clothing at low cost.
25. Cow Pie Bingo. You’ll need a cow and a field. Mark off at least 20 sections of the field. Sell chances for where the cow will drop the “cow pie” first. Make sure you have prizes for those who select the correct grid. You may need a referee in case it happens overlapping two or more grids.
26. Grocery store shopping spree. Partner with a local grocery store who will help support the idea (hopefully donating most of the prizes). Sell chances for a store shopping spree. Allow 2-3 winners (by lottery) and invite local media coverage when the event happens. Give each winner two baskets and 3-5 minutes to fill up their basket with as much food as possible. Ring up their purchases – the person with the highest bill will get an additional minute and an empty basket to shop more.
27. Host a pie auction. Ask everyone to make or contribute pies and host an event to auction off the pies.

28. Work auction. Have organization members donate 2-8 hours of their time to help someone in the community. Hold a community auction to auction off each member of the organization for the time they have donated.
29. Throw a sporting event or awards watch party. Whether it's the Superbowl or the Oscars, create an event that supports a watch party. Have attendees dress for the occasion. Sell chances for a big prize every time someone wins an award, or a first down is made.
30. Helicopter drop on the football field. This is similar to Cow Pie Bingo. Mark off a field (or use a football field). Allow a flyover of a helicopter and sell chances for where the loot will fall. Once it lands on the field, allow participants who purchased chances on that area to come to the field to collect their prize.
31. Teacher vs. Student Quiz Bowl. It's a new spin on Trivial Pursuit! Gather questions and volunteers from teachers and students. Allow students, teachers, and guests to purchase "life lines" that will help whichever team they choose. Allow audience members to stand up and pay for the right try to answer for their supporting team.
32. Faculty vs. Student Sporting Event. Hold a Faculty vs. Student football, softball, basketball or whatever sport you'd like game. Sell tickets and tshirts for the game. Sell concessions during the game.
33. Spa Night. Organize for various spa professionals to give a day or evening of pampering! Seek nail technicians, makeup artists, and hair stylists to donate or discount their services to benefit your organization.
34. Buttons! Have custom buttons made to sell at sporting events and various other activities throughout the year.
35. Dinner and a Show using local talent. Recruit local talent (including members of your organization) to perform during a dinner. Sell tickets and allow audience members to donate money for their favorite act(s)!



Hints for Building A Successful Fundraising Campaign

1. Do your research. There are many other fundraising initiatives and campaigns to compete with. Make sure your campaign is reflective of you and your organization.
2. Identify your stakeholders. Don't always ask the same people for money. Instead, form a committee or task force and ask them to be part of it. If they're willing to contribute their own money, they're willing to ask others to support your cause. Allow them to help you.
3. Set a goal. We suggest a SMART Goal (Specific, Measurable, Attainable, Realistic, and Timely). Make this goal public so that everyone is working towards the same goal.
4. Develop "talking points" for those not as familiar with your organization and goals. Make sure everyone knows the "who, what when, where, and why's." If you are raising money for an organization or cause, make sure everyone knows the mission.
5. Set accountable and public benchmarks. Make sure you celebrate the small wins! Have regular meetings to review progress and strategize progress.
6. Have a Plan B. If it doesn't appear that you will meet your goal, what's the backup plan? Is there an event or big donor that you've kept in your back-pocket? Make every effort to meet that goal.
7. Celebrate and share when you meet the goal. Recognize the people who made it possible.