



# FUNDRAISING

## ADVANCEMENT PLAN

2024-2026 GFWC CLUB MANUAL

**"GIVING IS NOT JUST ABOUT MAKING A DONATION, IT'S ABOUT MAKING A DIFFERENCE." KATHY CALVIN**

Fundraising plays a vital role in your efforts to make a difference in your community, club, and with club members. Fundraisers provide an opportunity to work with others in your community to support local projects, charitable causes, affiliate organizations, your club's community service and outreach projects, or GFWC. Successful fundraising can increase your club's visibility in the community, foster cooperation, provide a sense of accomplishment, cultivate pride and ownership in the organization, and create life-long friendships—all while building a stronger and better club.

Educate, Energize, and Empower your members to choose a fundraising idea, plan a successful event, advance and promote your club and GFWC, and gain recognition for your fundraising efforts. If you have questions or need assistance, please contact any of the Fundraising Committee Members, who are happy to help.



**GFWC**  
est. 1890  
**GENERAL FEDERATION  
OF WOMEN'S CLUBS**

### 2024-2026 FUNDRAISING COMMITTEE

**Judy Thomas Martin, Chairman**  
GFWC Southern Region  
PO Box 472  
Raleigh, MS 39153  
jmartago@gmail.com

**Kathy Lewis**  
GFWC Great Lakes Region  
kmlew22@gmail.com

**Carolyn Forbes**  
GFWC Middle Atlantic Region  
mrschefdjf@aol.com

**Judy Gustafson**  
GFWC Mississippi Valley Region  
jdycgust@aol.com

**Karen Leach**  
GFWC New England Region  
sackett159@aol.com

**Marianne Maynard**  
GFWC South Central Region  
mmaynard1943@gmail.com

**Susette Redwine**  
GFWC Southeastern Region  
susette.redwine@gmail.com

**Joann Wheeler**  
GFWC Western States Region  
jwii@msn.com

## COMMUNITY CONNECTION INITIATIVE: FIRST FRIDAY FOODIES



First Friday Foodies is a project that gives members multiple opportunities to connect with each other as they work together on a regular community-wide fundraiser. Frequently, local workers have limited options and time to enjoy a good lunch. This project involves taking orders from employees of local businesses and delivering them a hot midday meal on the First Friday of every month. Club members work together in teams to advertise and take orders, collect payment, purchase groceries, prepare the food, package the meals, and make deliveries.

As members' schedules and obligations may change from month to month, this project will allow the flexibility to connect with different members and work on varied tasks each month. This project is adaptable to your club's available resources. If there are enough volunteers, your club could expand to weekly deliveries on every Friday. If a full meal is too great an undertaking, your club could sell Tuesday or Thursday Treats and take orders for baked goods or healthy snacks. This project can also be adapted to the number of available customers. For example, in a smaller community, you may be able to deliver to several businesses (such as the local dentist, doctor, florist, hairdresser, courthouse, insurance agency, boutique, or plant); in a larger community, you may choose a small number of office buildings or adjacent businesses and offer food deliveries to them.

Regular interaction in support of one project will give club members opportunities to connect throughout each month. Be sure to check the applicable food service regulations in your area. As always, a good fundraiser can reflect positively on your club and its members, so each time you take an order, package a meal, or make your deliveries, you will have a new opportunity to increase awareness of your club and the many ways you serve the community and the potential for membership recruiting.



## FEATURED PROJECTS



### PICK A DATE AND DONATE

The GFWC Fundraising Committee suggests a “pick a date” calendar drawing as an easy fundraiser. This is a simplified raffle that does not require members to sell tickets. Prize(s) could include items, services, or cash (either donated/ sponsored or given from the proceeds of the fundraiser). To get started, make copies of the calendar for the month in which you sell tickets or use an online template. Include information about the club, instructions for the fundraiser, date of the drawing, and prize(s). The dates on the calendar represent the number of \$1 entries that the donor will have in the drawing. For example, the person who chooses the 1st of the month will donate \$1 for 1 entry, and the person who chooses the 30th of the month will donate \$30 for 30 entries. Members fill in each date on the calendar with the name and phone number of the donor who selected that date and collect the money. A donor can select one date or any combination of dates. When the calendars are completed and collected, make the appropriate number of drawing entries for each purchaser and conduct the drawing. Each member who completes a 30-day calendar will collect \$465 for the fundraiser.



### HALLOWEEN MYSTERY MANSION

The GFWC Woman's Club of Chevy Chase (MD) transformed its clubhouse into a thirteen-room Halloween community event for younger children. Tickets were sold, and the theme for the event was: Tell a Scary Story. In each room, characters from books such as *Little Red Riding Hood* and *Where the Wild Things Are* surprised the guests. The event concluded with a trip through a haunted forest to the tea party from *Alice's Adventures in Wonderland*. Outdoor activities under the stars encouraged people to linger and enjoy the event. Boy Scout Troops and local students volunteered and accumulated over 900 volunteer hours. Seven local musical groups donated their time and shared their talents with the community.



### PET PHOTO CONTEST

The GFWC Coal City Junior Woman's Club (IL) hosted a pet photo contest. The photo entries were sent to the chairman, who posted them on the club's Facebook page. Twenty pet photos were received. Virtual votes were sold, and payment was made via Venmo or PayPal. Donated cash prizes were given for first through third places, and donated doggy treats were provided to all three winners.



### CAR SHOW

The GFWC Hot Springs Woman's Club (NM) hosted its first annual car show. They had over 40 sponsors and 70 car entries. Performers donated live music for the event. Vendors sold various items. The club sold concessions, T-shirts, and raffle tickets for gift baskets. They also invited residents of the New Mexico State Veterans Home to enjoy the day and a meal.

## FUNDRAISING IDEAS

Begin your fundraising process with a brainstorming session for club members. Discuss pros and cons, then make your choice. Here are some ideas to get your brainstorming session started:

### COMMUNITY CONTESTS AND EVENTS

- Adult Spelling Bee
- Baby Photo Contest
- Bunco, Bingo, or Card Party
- Children's Puppet Show or Magician
- Dance Off/Dancing with the Stars
- Festival Face Painting or Photo Booth
- Movie-Themed Costume Contest and Sing-Along
- Mother/Daughter Tea
- Paint the Porch Pink (Breast Cancer Walk)
- Pajama Party or Pajama Day
- Rubber Duck Races
- Shredding Events
- Style Show or Fashion Show
- Trivia Night
- Wine, Women, and Purses

### DANCES AND DATE NIGHTS

- Casino Night
- Dances/Galas—Daddy/Daughter, Rock and Roll, Line Dancing, Ballroom Dancing
- Kentucky Derby Party—Hats and Bowties
- Mad Hatter's Tea Party
- Murder Mystery Party/Dinner
- Oscar Extravaganza
- Paint Night
- Progressive Dinner—Three Restaurants/Three Courses

### FABULOUS FOODS

- Baked Goods Sales
- Baked Potato Bar
- Chili Supper
- Chocolate and Wine Sale
- Coffee or Brunch Event with Recipes
- Hot, Medium, and Mild Pepper Jelly Sale
- Ice Cream Social
- Kitchen Tour with Host Chefs
- Meat Sale

- Meatballs and Martinis
- Pancake Breakfast
- Restaurant Share Nights (percentage of evening sales)

### HOLIDAY HAPPENINGS

- Christmas Tree Delivery
- Egg My Yard—Easter
- Festival of Trees
- Haunted House or Halloween Party
- Holiday Expo, Festival, or Bazaar
- Holiday Gift Wrapping
- Holiday Open House or House Tour
- July 4th—Fireworks, Flea Market, Parade, or Cookout
- Mardi Gras Party
- Paint a Pallet-Flags, Pumpkins, Snowmen
- Poinsettia and Wreath Sale
- Polar Express Event—PJs, Hot Chocolate, Cookies, and Santa
- Santa or Bunny Breakfast
- Scarecrow Contest/Festivals

### HOUSE AND GARDEN GOODIES

- Garden Tour
- Flamingo Flock—Pay for Removal
- Drawing for Truck Load of Gravel or Mulch

### PAMPERED PETS

- Dog or Pet Show
- Pet Treat Sale
- Pet Photo Contest

### RAFFLES AND SALES

- Art and Craft Auction/Show
- Art in the Park Show and Sale
- Bazaar—Host the Event or a Table
- Book Sale—Used and New, Invite an Author

- Children's Consignment Sale
- Furniture Upscale and Resale
- It's in the Bag! (Brown Bag Auction)
- Kitchen Utensil Demo and Sale
- Make It, Bake It, or Fake It! (Arts, Crafts, Foods)
- White Elephant/Re-Gift Auction
- Vintage Jewelry and/or Accessories Sale

### VIRTUAL IDEAS

- Bingo
- Drive-by Decorated House Tour
- Online Auctions
- Online Gift Card Sales
- See and Sell
- Spin it to Win it
- Trivia Night

### WIDE WORLD OF SPORTS

- Baseball or Softball Tournament
- Bowling Tournament/Candlelight Bowl
- Cornhole Tournament
- Fishing Tournament
- Golf Tournament/Golf
- Kickball Tournament
- Pickleball Tournament
- Walk or Race

## STEPS TO SUCCESSFUL FUNDRAISING

### RESEARCH AND FOLLOW THE APPLICABLE LAWS

Charitable fundraising is regulated in most states. Nonprofit organizations are usually required to register with the state PRIOR to fundraising or soliciting donations and to renew or update that registration periodically. The government official responsible for processing charitable solicitation registrations varies (e.g., Attorney General, Secretary of State, or others). Some states do not allow certain types of fundraisers, raffles, or contests. Some states have reporting requirements after the fundraisers. It is important to know and follow the law that applies to your fundraising efforts. Consider organizing a program or workshop and inviting speakers to explain the relevant regulations.

### APPOINT A CAPABLE FUNDRAISING CHAIRMAN

Appoint a talented Fundraising Chairman to organize your fundraising. A team effort is required for successful fundraising, and the Chairman is the leader of that team. The Fundraising Chairman should be:

- Energetic and enthusiastic.
- Organized.
- Experienced at setting and meeting goals and objectives.
- Skilled at delegating tasks and monitoring progress on projects.
- Responsible for matching the many tasks to be accomplished with the skills, interests, and comfort level of each member.

## SET GOALS AND OBJECTIVES

A great fundraising program can have boundless outcomes for your club and its mission, including increased public awareness, goodwill, and membership. Fundraisers are excellent publicity, networking, and membership recruitment opportunities. Set goals for maximum impact.

- Evaluate your financial needs.
- Establish your ongoing and specific projects.
- Estimate expected earnings/outcome of the fundraiser.
- Define the desired impact for the community.

## PLAN ALL ASPECTS AND FACETS OF YOUR FUNDRAISING PROGRAM

Once your research is done, your leader is in place, and your goals and objectives are set, it is time for your members to brainstorm and plan every detail of how you will conduct the fundraising needed to sustain your club or State Federation and those causes that are a priority for your members.

- What type of fundraising?
- Which chairmen and committees are needed?
- What is the budget?
- What type of cooperation is needed from local leaders, businesses, and civic groups?
- What is the timeline?
- What is the plan for Marketing and Publicity?



## EVALUATE YOUR EFFORTS

After any fundraiser, take time to evaluate what worked and what did not. The chairman should prepare a written report on the success of the fundraiser. The report should detail the expenses and income. In addition, the chairman should distribute a survey to the members and compile the results in the report. The survey and report should address the following questions:

- Were the goals realistic and achievable?
- Was the budget adequate?
- Was the cooperation with all entities beneficial and constructive?
- Were the publicity/marketing strategies effective?
- Was the fundraiser well-received by the community?
- Were members assigned to tasks that matched their skills and interests?
- Is this same fundraiser recommended for the future? If so, what adjustments need to be made for greater success? If not, did this fundraiser spark interest in other or similar fundraisers that might be more successful?



## SHOW APPRECIATION TO YOUR MEMBERS AND THE COMMUNITY

Remember to maintain the friendly and positive tone of your fundraising efforts until the last expression of gratitude is conveyed. All donations should be acknowledged in a gracious and timely manner and all funds used efficiently for the cause for which they were solicited. Be sure to communicate the successful results of your fundraising project with all those who supported your efforts and with the public. Build on your success to realize an even more successful project in the future.

After evaluating your effectiveness, thanking the members of the community for supporting your efforts, and writing a comprehensive report, it is time to celebrate your success.

There are endless ways to show your appreciation to community entities and your members:

- A small bottle of hand soap or sanitizer with a note that reads, "Thanks for getting your hands dirty!"
- A cute tin of candy with a note that says, "Thank you for being so sweet!"
- An article, picture, or some other recognition on social media.
- A handwritten thank-you note.
- A small award or certificate.
- Small get-togethers, such as a pizza party or social gathering.

## GFWC ENDORSED FUNDRAISERS

### LADY JAYNE

The Lady Jayne collection is an economical way to accessorize in today's market by using interchangeable GFWC emblem charms. The same charms can be used in earrings, pendants, bracelets, or necklaces and are easily changed from one to another. Twelve percent of GFWC emblem purchases will benefit GFWC.

To purchase or order for your own fundraising from Lady Jayne, Ltd., go to their website, [www.ladyjayne.com](http://www.ladyjayne.com). Go to "Associations" and find "General Federation of Women's Clubs" in the drop down menu which will take you to GFWC's page, or use this link to the GFWC page, [www.ladyjayne.com/gfwc](http://www.ladyjayne.com/gfwc)



## AWARDS

GFWC recognizes State Federations for outstanding projects and clubs for creative projects in implementing effective Fundraising projects as follows:

- Certificate to one State Federation in each membership category
- \$50 award to one club in the nation for project creativity

Award winners will be determined by entries into the Award Program. Each State Federation may submit one State Award Entry and one Club Creativity Award Entry for the Fundraising Advancement Plan. Clubs do not submit entries directly to GFWC.