

FAMILY REUNION INSTITUTE'S

STICKY REUNION SITUATION

REUNION FUNDRAISING

March 2022

The Situation:

Our family wants to start having fundraisers, but we're not sure if it's a good idea—or worth doing. What do you think?

The Fix:



Doug Harris Suzanne Vargus Holloman

Family fundraisers are a good idea for a number of reasons:

- They encourage and maintain family communications, increasing the number of contacts, family unity *and* attendance. The more times the family hears from you the greater their connection and commitment.
- Funds can be used in a number of positive ways:
 - scholarships and awards;
 - offsetting costs for the reunion;
 - to recognize milestones; e.g. graduations, weddings, deaths, etc.;
 - underwriting some of the reunion registration or other associated costs for family members in need, such as the elderly or unemployed members;
 - providing micro-loans to family entrepreneurs;
 - donations to organizations or places important to the family such as a church cemetery;
 - to set up a corporation or trust for the family.
- Caveat: Do not rely only on your preferences for types of fundraisers to pursue. Ask family members you may not have regular contact with about their preferences before making a decision. Consider whether your family is geographically close for group activities such as outings for bowling, casinos, movies, or concerts. Think about what activity most people would want to participate in. Find appropriate ways to involve different age groupings. Assess whether what you propose would be affordable for the majority of your family members. Keep in mind that people will always find money for something they really want to do.
- The number of ways to raise funds is almost limitless. See the list of 36 fundraisers to begin your fundraising journey on the next page. Review the list and figure out which ones would work best for your family.
- We invite you to join the Family Reunion Institute's next virtual workshop for family reunion planners on April 30, 2022 from 12:00 - 2:00pm ET as one of the panels is a Fundraising Roundtable. Check the website for more details: www.familyreunioninstitute.net



FAMILY REUNION FUNDRAISERS

as of 10.29.21

Following are tried, tested and true fundraisers identified by the FRI team and fellow family reunion planners. Most families who have fundraisers use the funds raised to subsidize and/or defray reunion costs for seniors and younger members. Make sure to include extended family members, friends, co-workers, etc. in your fundraiser to help bring in more funds and make your fundraisers more successful.

MONEY

1. Family dues
2. \$50 Club (Family members who can, donate \$50 above the family dues to support the reunion)
3. Change Collection
4. 50/50 raffle
5. Raffle tickets with various prizes including money, baked goods, vacations, gas cards. (Check your state for raffle rules.)
6. Modified 10-36 Plan (Original 10-36 Plan created by Rev. Leon Sullivan was for people to donate \$10 per month over the course of thirty-six months. Families can do the same for a shorter period of time.)

SALES

7. Auctions (live and/or silent auctions can include estate items; family favorite foods, meals, cakes and pies; babysitting, lawn care, tutoring services, etc.; and a kids table with a fixed low price to accommodate the little ones.)
8. Flea markets
9. All Occasion Cards
10. Holiday Cards

FOOD

11. Bake sales
12. Dinner sales
13. Popcorn sales
14. Banquet
15. Fish Fry
16. All you can eat smorgasbord
17. Delectable Desserts sale
18. Signature Drink - at a local club or bar. Whenever someone orders it, proceeds go to the family.
19. Cook Book
20. Double Good Popcorn fundraiser (<https://www.doublegood.com/>)
21. Krispy Kreme Donuts fundraiser (<https://www.krispykreme.com/fundraising/home>)