

West Pasco Quilters' Guild	Community Outreach Quilt	Fundraising Requirements, Guidelines & Suggestions Version dated 01-02-20
Mission:	Provide local charitable organizations with valuable quilts that reflect the high standards promoted by the Guild	
Responsibilities of Requesting Organization:	Charitable organization would be expected to utilize this quilt in their organization's fundraising process.	
	100% of proceeds are retained by the charitable organization.	
	Charitable organization will provide ongoing reports to WPQG on the status of the fundraising, and funds generated.	
Fundraising Suggestions:	Live auction at organization's event Silent auction at organization's event Raffle ticket sales at organization's event Raffle ticket sales over a period of time Online raffle ticket sales over a period of time Online auction over a period of time	
For Example:	Display the quilt! An image is worth 1000 words, and you will raise more money when people see the quilt and know where the funds are going. If you can safely display it, the actual quilt can draw attention, taking care to protect it from weather and soiling and not let it touch the ground. It can be hung from a special rack or carefully folded on a table to display the design. Use the image of the quilt on flyers, posters, postcards, and photos.	
	Selling tickets: Tickets can be commercial, roll-tickets with 2 parts, or can be created on the computer. The computer version has the advantage of including information about when the drawing will happen and where the funds are to go. Anywhere people gather is a fund-raising site: churches, malls, community centers, schools, organizational meetings, and seasonal events. Tickets can be priced for single or multiple purchase; i.e. 1 for \$1 or 6 for \$5.	
	Get the word out through social media & websites, and newspaper/newsletter articles. Print flyers, postcards, posters, etc. and distribute or post them everywhere you can... churches, offices, stores, malls, schools, recreation centers, etc.	
	Timing: Allow time to organize, prepare for, and follow through with fund-raising activities. It takes time to get the word out to your target audiences, display the quilt so they can see it, organize how you will raise funds (drawing, auction, etc.), and make it happen.	
	Fundraiser: Take lots of pictures to be shared on social media, newspaper, newsletters, and organizational publications. Make a big deal of the drawing/auction, and if possible, contact the winner by phone immediately to heighten the excitement. Make an announcement including the winner's name and the amount of money collected. Deliver the quilt and get photos with the winner.	
	Follow-up with an article for organizational publications thanking donors and all who helped raise funds. Include a photo of the quilt & winner and amount of money raised. Send it also to WPQG and tell us what worked for you, what you wanted more help with, & where/how tickets were sold.	
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