

Effective Club Fundraising



District A4

Orientation Session

Brockville Lions Club

Saturday, January 6, 2007

Effective Club Fundraising

presented

by

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Effective Club Fundraising

Overview

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1. Standard Types of Fundraising

- Bingos
- Raffles (local)
- Food concessions
- Selling – cakes, candies, bunnies
- Nevada tickets
- Etc

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2. Bigger Fundraising Events

- Lobster fest
- Steak BBQs
- Pancake breakfasts
- Maple fest
- Celebrity Auctions
- Band fest
- Antique Car Show
- Large prize raffles (boats, trailers, ATVs etc)
- Golf Tourneys
- Walk For Dog Guides
- Walks, Runs, Relays
- Etc

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3. Fun Events (Not Necessarily Big Fundraisers)

- Community Fun Days
- Halloween Display
- Christmas Shows/Parties
- Christmas Parades
- Canal Fishing Derby
- Etc

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4. Special Fundraising Events

- Motor vehicle license bureau (Buckingham Lions Club)
- Melody of Music
- Christmas Cheer Broadcast
- Lights of Harmony
- Etc

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5. Lions Participation

- Annual fairs
- Air shows
- International Ploughing Match
- RCMP Sunset Ceremonies
- Other special events
- Etc

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6. Raising Funds from the Public and Lions Members

Raising Funds from the Public

- Funds raised from the public, less direct operating expenses of the fundraising activity, must be returned to public use and not to your administration account
- Interest accumulated from monies raised from the public must be returned to the public.
- Lottery licenses are required when raising funds from the public on raffles, etc.

Raising Funds from Lions Members

- Funds generated from assessment of dues and fines are administrative.
- Proceeds of fundraising activities confined to Lions members may go into your administration account, but care must be taken to limit scope.
- Lottery licenses are not required when raising funds from Lions members on raffles, etc.

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Raising Funds from the Public and Lions Members

Lions Clubs International (LCI) Policy on Publicly Raised Funds *

There appears to be a variance of interpretation by Lions Clubs regarding the use of funds raised from the public through various fundraising activities. It is known for the most part Clubs are aware of the policy of Lions Clubs International regarding the use of publicly raised funds. However for the record the policy should be restated and the legal interpretation by Karen Dolinick, Senior Attorney for LCI should be widely distributed throughout the Multiple District.

“All funds raised from the public must be returned to public use. The only deductions which may be made from activity accounts are the direct operating expenses of the fundraising activity. Money accumulated from interest must also be returned to public use. Publicly raised funds may not be used for Lions members training or to benefit Lions members and their families. Clubs may hold publicly raised funds for a reasonable period of time - a reasonable period is usually considered to be one year. A Club may hold funds longer than one year if they are earmarked for a specific project with a targeted completion date.

Consistent with the above, Article VII, Section 3(g) of the Standard Form Lions Club Constitution under the duties and powers of the club Board of Directors provides:

“It shall not authorize, nor permit, the expenditure, for any administrative purpose, of the net income of projects or activities of this club by which funds are raised from the public.”

Simply stated, there shall be no public solicitation of funds to defray administrative expenses of the club.

* The above article appeared in the District A4 Governor's Newsletter, September 2003

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7. Fundraising Ideas for Your Administration Account

- Active Tailtwister
- Auctions
- Raffles at club meetings
- Collecting and crushing pop cans
- Host a District convention, cabinet meeting or zone meeting
- Lions Participation activities (Plowing Match, Air Show, etc)
- etc

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8. Lions Community Needs Assessment

Every year your club should assess the programs and services you provide to your local community. Through a simple analysis, you will be able to understand and accurately determine:

- What kinds of volunteer service your community needs
- Whether your club's current service projects are still needed by the community
- If other organizations in your area are providing similar services

This assessment will help you better serve your community by helping you focus on projects and programs that are important to the people in your area. In addition, by conducting programs that are meaningful to your community, your club will be able to demonstrate leadership and pride that can help build team spirit within your club and attract new members.

Take the following steps to accurately assess the needs of your community:

1. Discuss Analysis with the Board

Impress upon your club's board of directors the value of conducting a community needs analysis. Explain how it will help the club and focus on programs and projects that are still needed and are exciting and challenging to all involved – including club members.

2. Appoint a Committee

After receiving the go-ahead from your board, discuss the importance of an annual assessment with club members at a meeting. If necessary, appoint a committee to handle the assessment.

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Lions Community Needs Assessment

3. Decide Who to Contact in the Community

Before beginning your assessment, you and your committee will need to decide who can best evaluate the needs in your community. Make a list of the people you will want to contact. This list will need to be selective, since you cannot reach everyone; however, you will want to make sure that all major resources are contacted. For example, you will want to talk to someone who has a solid understanding of educational services and needs in your community. In addition, you will want to talk to “experts” in environmental, health, social and youth services.

Here are examples of types of people you will want to contact:

Educational Services	High school principal or teacher, Director of the local library
Environmental Services	City or county official in charge of environmental issues
Recreational Services	Park district coordinator, people in charge of community activities and programs
Social Services	Police, firefighters, voting registration personnel
Health Services	Hospital administrators, doctors, nurses
Youth Services	School counsellors, social workers, student leaders, people in charge of community youth programs and activities

After completing your list, secure addresses and phone numbers of each contact so the work can begin.

4. Survey Community Contacts

Call the contacts on your list to see if they would participate in the assessment. Explain that the survey can be handled by phone or by mail. If a phone survey suits your contact, pull out the questionnaire in Lions publications MK-9 and begin asking questions. If your contact would rather complete the assessment in writing, then mail your contact the questionnaire. A sample cover letter is provided in Lions publications MK-9. Also, include a stamped, self-addressed envelope to increase the likelihood of a reply.

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Lions Community Needs Assessment

5. Analyze Survey Results

The committee can begin reviewing and analyzing the completed questionnaire. Does your community have specific needs for services that your club can provide? Are other clubs and organizations duplicating your club's efforts? Do any of your programs need to be updated, improved or even stopped? In summary, what does your community need and how can your club get involved?

6. Share Your Results with Your Club

Ask the committee to share the analysis at a club meeting. Get feedback from your fellow members. Discuss whether your club's current services and programs are meeting the needs of your community. Open the floor to new ideas that can help make your community better.

7. Share Your Results with Other Lions

Your multiple district membership chairman would be interested in your findings. In addition, if you have uncovered opportunities and needs outside your club service area, you would want to alert your district governor.

8. Share Your Results with the Survey Participants

Thank them in writing or by telephone for participating in the survey. Discuss how their input has helped the club define their programs to better serve the community. Ask if they are interested in working with Lions. Find out if they want to learn more by attending the next club meeting.

The Lions Community Needs Assessment worksheet (MK-9) is available on the Lions Clubs International website <http://www.lionsclubs.org>.

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Lions Community Needs Assessment

Sample Cover Letter

To be attached to questionnaire prior to mailing to community resource people

Date

Name/Address

Dear (Name):

To provide better service to (name of community), the (name) Lions Club is conducting a survey of important resource people in this community. Our goal is to clearly identify those humanitarian services, which we -- as a service club -- could provide. We hope you will help us identify areas of need within our community for which we may offer assistance.

By completing the attached questionnaire, you will help us determine needs in certain areas of human concern. Please feel free, however, to comment on any community services need which you feel would benefit our community.

We also encourage you to forward a copy of this survey to any other resource person whose comments you believe would be helpful to our survey.

Please return the completed questionnaire by (date). After we have compiled our data, a representative of our club will contact you to discuss what we learned from the assessment and how we might work together.

In the meantime, if you have any questions, feel free to call me at (phone number). We would be happy to hear from you.

Sincerely,

(name of Lion)

(name of Lions club)

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Lions Community Needs Assessment

Lions Clubs International

Lions Community Needs Assessment

Questionnaire

Name of Resource Person: _____

Position: _____

Address: _____

Business Telephone: _____ Fax Number: _____

Area of Expertise:(please check one)

Educational Services

Environmental Services

Youth Services

Health Services

Social Services

Recreational Services

1. Can you identify specific community service projects in your field that you think are successful? No Yes

Please list _____

2. If you answered yes to question one, why do you think the community service projects you listed are successful?

3a. Can you identify specific needs in your field that, if met, would help service the community? No Yes

Please describe: _____

3b. How do you think this need can best be met? _____

4a. Do you know of any duplication of efforts from volunteers in your service area? Are there two or more organizations doing the same programs and fulfilling the same needs? No Yes

Please describe: _____

4b. How can the groups work together to eliminate unnecessary duplication or coordinate joint efforts?

5. Do you feel that residents in this community are aware of the services and facilities offered? No Yes

Please comment: _____

6. In your opinion, is there room for more volunteer involvement and programs in your service area? No Yes

Please comment: _____

Additional Comments: _____

Date: _____ Return completed survey to:

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9. Lions Clubs International Foundation (LCIF) Funding Programs

What is LCIF's Mission?

To support the efforts of Lions clubs around the world in serving their local communities and the world community through humanitarian service, major disaster relief and vocational assistance programs.

How is the Foundation governed?

A board of trustees comprised of the LCI board of directors, plus two appointed members governs LCIF. The immediate past international president of LCI always serves as chairman of the board of trustees.

How are the Foundations's objectives achieved?

Through its grant program, LCIF provides the necessary funds to mobilize Lions to meet vital worldwide needs. LCIF's grant programs include:

Standard grants – meet a wide range of community needs, including construction of schools and hospitals, homes for the elderly and the development of training programs. The project must be beyond the scope of traditional club and/or District fundraising activities and have the support of several clubs in the District.

SightFirst grants – support projects that fill the gaps between what is being done and what needs to be done to curb the rapid growth of preventable and reversible blindness. SightFirst projects respond to one or more of the leading causes of blindness: cataract , trachoma, onchocerciasis (river blindness), glaucoma and diabetic retinopathy. The Lions Eye Health Program (LEHP), which is part of the SightFirst program, enables Lions to fight the two leading causes of blindness in developed countries: glaucoma and diabetic eye disease. A SightFirst grant proposal may originate from any single, sub or multiple district.

Core 4 grants – provide grants of up to US\$200,000 for high-impact Lions' service projects. Grants are awarded for select priority projects, as identified by the Board of Trustees, in the areas of sight, health, disability and youth.

Emergency grants – award up to US\$100,000 to meet immediate needs for food, clothing, medical supplies or blankets following a natural disaster. The District Governor can apply for this grant and funds are usually received in 48 hours. (LCIF is not a primary relief agency.)

Major Catastrophe grants – relieve suffering caused by catastrophes of national or international impact.

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Lions Clubs International Foundation (LCIF) Funding Programs

International Assistance Grants (IAG) – fund projects that improve the quality of life through primary health care, food self-sufficiency and similar projects. Grants in this category require that Lions in at least two countries be involved in this project.

Major International Service Program (MISP) grants – serve as an important part of LCIF's outreach and have been awarded for diabetic retinopathy research, drug awareness and SightFirst.

More information on LCIF can be found on the Lions Clubs International website at <http://www.lionsclubs.org>.

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10. The Ontario Trillium Foundation Funding Programs

The Ontario Trillium Foundation's goal is to work with others to make strategic investments to build healthy, caring, and strong economic communities in Ontario by support ideas that bring about lasting change and ensure that many different people can take part in every aspect of life.

Funding Sectors

Arts & Culture

In the arts, the Ontario Trillium Foundation funds organizations and activities in all disciplines, whether professional or amateur, including performing, media and visual arts, literature, arts education and community arts initiatives. In culture, the Foundation looks for activities that preserve and promote a community's heritage and diverse cultures.

Environment

The Foundation supports efforts to protect, restore and promote the benefits of a clean environment. These efforts encourage communities to take responsibility for a healthy environment.

Sports & Recreation

The Foundation's focus in this sector is on community-based activities that create opportunities for people of all ages and abilities to take part in a wide range of sports and leisure programs.

Human & Social Services

While many grants in this sector are about meeting people's immediate and often urgent needs, we are also very interested in requests that focus on developing the skills and confidence that can reduce those needs, break cycles of poverty and isolation, and build better futures.

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The Ontario Trillium Foundation Funding Programs

Program Goals

Within each sector or across several, The Foundation is seeking applications that achieve at least one of eight goals. The examples that follow each goal are just some of the ways our funding has been used in the past. There are many other possibilities and The Foundation encourages you to explore them to meet the needs and interests of your community, your audience, your members or your clients.

1. **Create Economic Opportunities** for communities by building skills, creating work or developing income-generating activities.

For example:

- Revitalizing a neighbourhood with a dance festival that promotes tourism and partners with local businesses to increase economic impact.
- Promoting renewable energy to benefit local communities.
- Helping rural women leaving abusive situations make the transition to financial independence.
- Providing people with disabilities with barrier-free access to employment training and work experience in a storefront employment centre.
- Certifying youth from low-income communities as sports and recreation instructors.

2. **Contribute to Community Vitality** by making a significant contribution to the quality of life within a community.

For example:

- Producing a video celebrating multicultural artists' contributions to the community and distributing it to schools, libraries and community centres.
- Developing a children's water safety and sailing program.
- Supporting an after-school youth drop-in centre offering free literacy and numeracy training in a rural community.
- Putting on environmental festivals in communities across the province that involve local people in discovering and protecting their waterfronts.
- Forming support circles of volunteers and friends around vulnerable adults who are socially isolated and/or at risk.

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The Ontario Trillium Foundation Funding Programs

3. **Increase Access** by removing financial, physical, social, cultural and language barriers that prevent participation in all aspects of life.

For example:

- Establishing a sports equipment loan program for low-income families.
- Making accessibility renovations to a building housing a Francophone organization that provides employment services to people with disabilities.
- Making the bereavement support services offered by an urban hospice culturally and linguistically appropriate for all participants.
- Developing a travelling visual arts show promoting contemporary Native art.
- Providing ASL interpreters during a theatrical performance to accommodate people with hearing impairments.
- Initiating a recycling program for remote communities.

4. **Enhance Volunteerism** by recruiting and training volunteers, strengthening organizational capacity to engage volunteer talent and experience, and diversifying the volunteer base.

For example:

- Hosting a local conference for volunteers that will provide opportunities for volunteer networking and skill-building.
- Developing a recruitment strategy to attract volunteers from different ethnic backgrounds to provide culturally appropriate support and crisis intervention at a local distress centre.
- Training youth as volunteer guides to provide tours to visitors of a local historical museum.
- Recruiting professionals to volunteer their time in helping community organizations to improve their marketing, fundraising and strategic planning capacity.
- Engaging volunteers in habitat restoration by planting trees.

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The Ontario Trillium Foundation Funding Programs

5. **Foster Community Harmony and Safety** by encouraging people to value and treat each other with respect.

For example:

- Promoting understanding and acceptance between First Nations and non-Native communities through the sharing of each other's history and culture.
- Working with youth to transform an urban alleyway into a public art mural.
- Producing and distributing a video about people with mental health issues who are changing their lives by working in community businesses.
- Delivering "play safe" programs to children and youth to reduce violence in sports.
- Creating a response to elder abuse conflicts based on family mediation and dispute resolution principles.
- Organizing a campaign to promote the safe disposal of household hazardous waste.

6. **Find Community Solutions** by preventing or addressing the underlying causes of problems and building accessible, responsive support systems.

For example:

- Working with teenage mothers to stage a play based on their experiences and touring it to local schools.
- Linking local police with Native youth on a wilderness experience to challenge assumptions and foster mutual respect.
- Piloting a volunteer service for vulnerable adults living in residential settings to assist in cases of neglect, abuse and/or human rights violations.
- Working to promote energy-efficient retrofits and water conservation practices.
- Establishing a consortium of groups across southern Ontario to coordinate efforts to upgrade unused rail lines for community trail use.
- Promoting pollution prevention and green technology to small businesses.

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The Ontario Trillium Foundation Funding Programs

7. **Make Better Use of Community Facilities or Land** by repairing, renovating, regenerating or making them available to community groups.

For example:

- Creating a community garden on an empty lot, featuring an organic gardening demonstration site.
- Converting an unused space into a studio and conference centre for multi-disciplinary arts.
- Renovating abandoned facilities along a waterfront to increase participation in canoeing and water-skiing.
- Using local greenhouses to grow trees that will be offered to community members for a “Plant A Tree” project.
- Renovating the entrance and washrooms of a former bakery for use as a barrier-free crafts studio for seniors.

8. **Increase the Effectiveness of Organizations** by finding better ways to do their work in order to support their community more effectively.

For example:

- Merging several agencies to improve services and achieve economies of scale.
- Assisting an orchestra and a theatre company to jointly buy a networked box office/fundraising computer system.
- Providing staff salaries and overhead costs to new sports councils that will coordinate community sports activities.
- Developing and implementing a provincial leadership training program for members of a disability community.
- Producing a video for different multi-cultural communities in several languages to be used to educate people on the availability of mental health services.

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The Ontario Trillium Foundation Funding Programs

Grant Programs

The Ontario Trillium Foundation receives an annual allocation of \$100 million from the Government of Ontario. This money is divided between two granting programs: **Community and Province-Wide**. Within both programs the Foundation is committed to continuing our long-standing support of seniors, people with disabilities and barrier-free access.

Funding is available in both programs within the same four sectors — **Arts & Culture, Environment, Sports & Recreation, and Human & Social Services** — and the Program Goals and Assessment Criteria apply to both. The important difference between them is the scope.

Community Program

The Community Program is for activities that **take place in one catchment or regional area** and have a local impact on one or more communities within it. Sometimes the people who participate in the activity will come from farther afield, but what will determine whether your proposal fits in the Community Program will be where the activity takes place. If, however, several branches, chapters or member agencies of a provincial organization are going to apply for the same kind of activity — training, for example — to several catchment areas, it may make more sense for the provincial organization to apply for Province-Wide funding. For further clarification, please call a Program Manager.

Funding Available:

Community grants account for 80% of the Ontario Trillium Foundation's funding and are made by catchment area allocations assigned on a per-capita basis. For details on sub-catchment area allocations, please call us or check our website. You can apply for:

- Single or multi-year grants of up to \$75,000/year for up to five years.
- Grants of up to \$75,000 for renovations/repairs and equipment purchases over one year. Applicants from rural and small communities should consult their Program Managers about local priorities.

Deadlines:

Applications to the Community Program can be submitted at any time. However, some Community Grant Review Teams set local deadlines as another way of responding to community needs. To find out what these are, please call a Program Manager.

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The Ontario Trillium Foundation Funding Programs

Province-Wide Program

This program funds proposals with a **province-wide impact**. At a minimum, the work must take place in **three catchment areas, or two in the North**. The North includes the Northwestern, Algoma-Cochrane-Manitoulin-Sudbury and Muskoka-Nipissing-Parry Sound-Timiskaming catchment areas.

There are several ways an application can qualify as “province-wide”:

- a. The work is being done by umbrella groups with a province-wide or national mandate. These are usually provincial or national organizations with branches or chapters across the province or country. Grants to national organizations are made according to their impact in Ontario.
- b. The work is being done by a network of organizations from across the province that submits a collaborative request with clear province-wide impact.
- c. The activity is a model that could be reproduced across the province. A model is a program or service, or a way of delivering a program or service, that is both unique in Ontario and capable of being reproduced in many different places. Applications for funding models could include:
 - the development or evaluation of a new model.
 - the reproduction of either a new or existing model.
- d. The activity involves the sharing of knowledge and results with others across the province.
This could include the distribution of a publication or video or the sharing of research findings, for example.
- e. The work is being done by a local group that has:
 - built partnerships in at least two other catchment areas to share in or benefit from the work.
 - made plans to take an activity to other areas, for example, a program of workshops, a travelling exhibition or a performance tour.

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The Ontario Trillium Foundation Funding Programs

Funding available:

Province-Wide grants account for 20% of Trillium's funding. You can apply for:

- Single or multi-year grants of up to \$250,000/year for up to five years.
- Grants of up to \$75,000 for renovations/repairs and equipment purchases over one year.

It is strongly recommended that you discuss any request over \$500,000 with a Program Manager before applying.

Deadlines:

In the Province-Wide Program, there are two application deadlines per year: **May 15** and **October 15**. Applications that are received after these dates will be considered for the next deadline.

Of special note to all applicants:

Funding available:

- The total amount of an approved grant is deducted from a single Ontario Trillium Foundation budget year, even if the grant is payable over a number of years.
- The decision to fund all or part of a request is directly related to the fit with Program Goals and Criteria; demand for funds; the dollars available per sector, catchment area or sub-catchment area; and local or province-wide priorities.
- It is possible to apply as a single organization and as part of a collaborative at the same time, provided it is for different activities.
- Although normally the Ontario Trillium Foundation will approve only one grant at a time to a single organization, groups in rural and small communities should consult a Program Manager about local priorities.

Timelines:

- The review process takes approximately 90 days (three months) for requests of \$25,000 and under and approximately 180 days (six months) for requests of over \$25,000.
- If an application is missing some of the required attachments and/or is not properly completed, these timelines will increase. Please bear this in mind when applying for time-sensitive projects.

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The Ontario Trillium Foundation Funding Programs

Types of Funding

In the Community and Province-Wide Programs, we provide three kinds of funding. Operating, Project, and Equipment & Renovation grants are available individually or in combination.

Operating Grants

Operating costs are defined as a group's ongoing program and administration costs. If you request operating funding, you must be able to show sustainability in the long term, clearly outlining how you will replace the Ontario Trillium Foundation funding in the year after the grant ends.

Project Grants

Project funding is usually aimed at work that has a defined beginning and end, and may be an addition to your regular activities.

Equipment & Renovation Grants

Capital funding is available for making repairs, renovations or improvements to lands and buildings, or buying equipment that will have a direct effect on your programs or activities. Please note:

- You must own or lease the building or lands to which repairs, renovations or improvements are to be made. Either proof of ownership or a five-year lease must be provided before any renovation application can be approved.
- The Ontario Trillium Foundation will not fund any renovation or equipment costs committed before the approval of the request.

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The Ontario Trillium Foundation Funding Programs

What the Trillium Foundation Will Not Fund

- replacement of government funding.
- duplication of funding received from another funder.
- budget deficits.
- religious activities.
- partisan or political activities.
- activities that could be deemed discriminatory.
- medical research or medical equipment.
- annual fund drives, capital campaigns or special fundraising events/campaigns.
- new construction (adding to an existing building's square footage), unless its primary purpose is to create access.
- dismantling, moving and reassembling buildings.
- the purchase of land or buildings.
- retroactive funding.
- activities that take place outside Ontario.

Further information on the Ontario Trillium Foundation can be found on their website at <http://www.ontariotrilliumfoundation.org>.

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11. Quebec Funding Programs

Secrétariat à l'action communautaire autonome du Québec

website – www.saca.gouv.qc.ca

email – saca@saca.gouv.qc.ca

telephone – (800)577-2844

Description

In 1995, the government created the Secrétariat à l'action communautaire autonome du Québec (Québec secretariat for independent community action - SACA) and the Fonds d'aide à l'action communautaire autonome (fund to assist independent community action). Through the funding mechanism established by the Act to amend the Act respecting the Ministère du conseil exécutif and the Act respecting the Société des loteries du Québec, this special fund ensures that community action funding is available on an ongoing basis, year after year.

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Quebec Funding Programs

Mandate

- Administer the Fonds d'aide à l'action communautaire autonome (fund to assist independent community action), whose financing represents 5% of the net profits of State casinos and associated businesses, and manage the supplementary appropriations granted when the government's community action policy was implemented.
- Issue opinions on government assistance to be awarded to community organizations.
- Act as trustee and paymaster for the Ministère des Relations Internationales Secrétariat à l'aide humanitaire internationale (secretariat for international humanitarian assistance). Funding is provided by the Société des loteries du Québec at 1% of the net profits of State casinos.
- Help fund community action and contribute to collective rights advocacy.
- Facilitate community organizations' access to government resources, notably by providing information and support.
- Promote greater awareness of community action and volunteer activities Québec, both within the government and among Quebeckers.
- Administer attribution of the Hommage bénévolat-Québec (volunteer recognition) award.
- Coordinate implementation of the government policy Community action: a crucial contribution to the exercise of citizenship and the social development of Québec, notably the work of the Comité interministériel sur l'action communautaire (interdepartmental community action committee), the Table de concertation (roundtable) and the Comité aviseur de l'action communautaire autonome (independent community action advisory committee).
- Evaluate the establishment of the government policy Community action: a crucial contribution to the exercise of citizenship and the social development of Québec.

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Quebec Funding Programs

Services Statement to Citizens

Here is SACA's Service Statement to Citizens. Based on the wishes and expectations of community organizations, its clientele, this Service Statement contains the service quality commitments of SACA and its personnel.

In order to better meet community organizations' needs, these commitments will be reviewed annually and the extent to which they are respected assessed periodically.

We encourage you to read this Service Statement and give us your feedback. This way, you will help us achieve our goal of improving the quality of the services we offer.

Effective Club Fundraising

12. Fundraising Experiences of Participants

- Seek examples from participants – add to flip chart
- Brief discussion of what works and what doesn't (club experience)
- Myriad of functions – recognize that not all would work for your club -(depending on membership, facilities available, support from municipality and location (age, large city, smaller township, rural etc.)

Effective Club Fundraising

13. Planning a Fundraising Event

Before beginning a fundraising project, ask yourself the following questions:

What are the needs of the community?

How can we help meet those needs?

What are the needs of your community?

- Use the Lions Community Needs Assessment process to determine projects that are important to the people in your area.
- Review the needs assessment results and discuss with your club.

How can we help meet those needs?

- Determine how you want to raise funds to meet those needs.
- Get your clubs approval on the concept for the fundraising event.
- You have determined that a raffle would be a good method to raise funds.
- Determine a prize that people would want to buy tickets for. Write letters to local businesses and visit them personally to see if they would be willing to assist in the fundraising venture by contributing a prize, part of the prize or funds. Donated prizes = more profit. Some businesses like to sponsor or underwrite fundraising projects of service clubs because of its good publicity and they can write the expenses off.
- Determine the cost of the tickets so that people would buy them and enough money could be raised.
- Determine the number of tickets that need to be sold. Some communities limit the number of tickets that can be sold based on the value of prizes.
- Once you have gathered the above information, present the results to the club membership and get their approval.
- Determine if the project is too big for your club. If so, you may want to consider involving a neighbouring Lions club or other organization.

Effective Club Fundraising

Planning a Fundraising Event

Form a fundraising committee, ensuring that there are enough people. Don't do the work yourself. The committee could consist of the following people: Fundraising Chair, Secretary/Treasurer (not necessarily the club secretary or treasurer), Advertising/Public Relations, and Ticket Sales Coordinator.

- Know your community – use the Lions Community Needs Assessment.
- Let your community know why you are fund raising.
- Know your responsibilities and liabilities.
- Determine a draw date. Time the date of the draw with another event such as carnival or fair. This should increase last minute tickets sales during the event.
- Determine the costs of the fundraising event such as advertising, tickets and prizes, etc.
- Obtain lottery licenses and permits from your local municipal government.
- Print the tickets. Include the lottery license number, where the raised funds are going, the prizes and ticket costs.
- Distribute the tickets to club members and stores willing to participate.
- Advertise, advertise, advertise.
- All funds collected from ticket sales to go to the treasurer as soon as they are received.
- Arrange to sell tickets at malls, carnivals, fairs and other special events where people come together. Make sure you get permission from the proprietor of the location where the tickets are being sold. People will purchase tickets because we are Lions.,
- Make an event out of the ticket draw, prize presentation and cheque presentation by the inviting the local press and media.
- Ensure that all expenses have been paid prior to the presentation of the cheque.
- As soon as the event is complete, write personal thank you letters to the businesses that contributed or sold tickets and everyone that helped out. You may even want to hold a party.
- All of this promotes good public relations, public awareness of Lionism, harmony and fellowship, and potential new members.
- Most of all, have fun - a laugh is contagious.

Effective Club Fundraising

14. Breakout Session (if time permits)

- Break participants into small groups
- Each group to select a fundraising idea and determine how they would go about implementing that idea within their club
- Each group then presents their results

Effective Club Fundraising

15. Fundraising Ideas

- 2002 USA/Canada Lions Leadership Forum
 - Fundraising session proceedings
 - Fundraising ideas and websites
 - Fundraising checklist
- 100 ways to raise money – Lion Karen Doyle
- Almost 300 ideas – from the book “1001 Fundraising Ideas”

Effective Club Fundraising

2002 USA/Canada Lions Leadership Forum
Forth Worth, Texas

FUNDRAISERS: SHARE YOUR SUCCESSES Presenter: Council Chair Dr. Patti Hill

Lion Dr. Patti Hill belongs to the Edmonton Host Lions Club in Edmonton Canada. She is currently serving as the Council Chair for MD37. Lion Patti is a Key member, a Melvin Jones Fellow, a Judge Brian Stevenson Fellow, and has received the International President's Certificate of Appreciation. Dr. Hill works in private practice as a school psychologist and special needs consultant. Lion Patti has two children, Pieter, age 12, and Jessica, age 11.

How does your club raise funds to support the projects that are not just labours of love? Do you have annual events that your club and your community look forward to every year? Do you need novel ideas, something to break the monotony of the fundraisers your members have worked at for years?

Very few Lions, Lioness or Leo Clubs operate solely as hands-on service providers. When we set out to build a better community and a better tomorrow, we seldom can do so without some consideration for the fundraising side of Lionism. Most of us find ourselves involved in the types of community service that require us to raise money to support our projects and good works. So the questions become:

1. What is a successful fundraiser?
2. How do we capture our share of the market?
3. How do we keep our volunteers volunteering?

WHAT IS A SUCCESSFUL FUNDRAISER?

We can focus our attention for a moment on the aspects of Lionism that can be achieved *only* through financial support:

- Helping youth exchange students pay for airline tickets (few of us can simply volunteer to fly them places, we have to donate money)
- Buying a wheel chair – I know for sure that I don't know how to build one from scratch
- Paying for a Peace Poster kit for each school in my community – so far I have had no success trying to pay the club supplies office using the barter or trade system, so cash in the Lions Club bank account is required.

Fundraisers come in all shapes and sizes. Sometimes the money raised comes from:

- the public (individuals and corporations)
- grants, or
- planned giving.

It often helps us to get out that same old fundraising rut that has become our worn path to the bank if we simply look at the fundraisers that have been successes for other Lions Clubs. I've reviewed successful fundraisers and categorized them by their descriptions, the types of skills your members need to make these successful, the types of charities that are the beneficiaries, the club contact for more information and the types of monies raised.

(Discuss Handout of survey of fundraisers)

(Sharing of ideas from the audience)

Effective Club Fundraising

HOW DO WE CAPTURE OUR SHARE OF THE MARKET?

There can be no doubt that we spend part of our volunteer service time raising funds. Our time is valuable even if we call it 'free' time. Most of us don't want to find out that our efforts did not capture the imagination or participation or donations from the public.

In today's society, parents are often called upon to help raise funds for minor sports teams. Sometimes the grandparents are conscripted into service too. With all the demands for the public to contribute to our fundraisers, the pressure is on when we try to capture our share of the market out there.

How do we capture the market?

Why do we all buy Girl Scout cookies every year? We know that they are coming. We should just lock the doors and save ourselves the 4000 calories that we really don't need. But no, every year, we buy the cookies. Why? Because we know they are coming, we understand the cause, and the cookies are good. The Girl Scouts or Girl Guides have cornered the market on door-to-door cookie sales. How did they do that? Well, they are predictable, they have a desirable product, and every year they reward me with their imagination, their unique sales pitches that I love to hear.

Predictability - Some fundraisers work because they are predictable. Our communities know that we will come to them every year for support and they build our needs into their community giving. This is particularly true for sponsorships for events such as golf tournaments. We need to be advising these corporations or partners that we will be asking for their support, or we may find ourselves very disappointed. Many of the larger organizations allocate their donations at least 12 months in advance. If we find ourselves being turned down when we approach them, it is important to ask them to plan for our return next year.

Desirability - Are you raffling a prize that is desirable? People won't pay much to golf with me but they might pay to golf with Tiger Woods.
Are you offering a product that people will want to use? I have never found a use for some of the things one buys at the fair each year, but boy didn't those sales people make the gadget *sound* desirable. Are we fundraising on the basis of a desirable product?
Are we fundraising for such a good cause that I won't care if my ticket wins: I'll make the donation anyway?

Novelty - People like the unusual. We've all been asked to buy tickets to a fundraising dinner. For many of us that costs more than the price of entrance: there is the babysitter, the outfit to wear, the bidding on the silent auction items when we get there and so on. Have you ever been invited to buy a ticket to a dinner that wasn't going to happen – Just buy the ticket, stay home and relax?

(Sharing of ideas from the audience)

HOW DO WE KEEP OUR VOLUNTEERS VOLUNTEERING?

In order for a volunteer to continue to contribute their free time, project after project, year after year, there must be something in it for them. For many volunteers the rewards come from:

- Spending time with fellow Lions – don't send those Lions out to work alone.
- Meeting with the public and talking about Lionism or the project
- Not meeting with the public, but working behind the scenes
- Making the fundraiser into a social event with friends
- Celebrating when the project is over and recognizing the Lions for their various contributions
- Being recognized on the broader community stage
- Being able to make a difference to a cause or an individual
- Felling part of something important

(Review Fundraiser Checklist)

(Sharing of ideas from the audience)

Effective Club Fundraising

Fundraising Success Stories	Commitment/Skills Required from Members	Featured Club	Type of Funds Raised
Household Sales	Selling mops, brooms and light bulbs Product management Upfront cost management	Anniston Lions Club of Alabama	Sales
5 km Excitement Run	Runners and walkers solicit pledges Solicit corporate sponsors and advertize Organize licenses/permits Food and refreshments management On-site volunteer intensive First aid coordination	Colleyville Lions Club of Texas	Pledges Sponsorships
Truck Raffle	Selling tickets Apply for a permit Purchase Insurance Advertize	Panama City Lions Club of Florida	Sales
Grant \$	Grant application writing Research Computer Skills	Danbury Lions Club of Connecticut	Grant
Food Services	Preparing and selling chilli, bratwurst and hot beverages at an Ice Fishing Derby Arrange for on-site cooking facilities Product management Health permits	Lakeview Lions Club of Michigan	Catering
Annual Donor Dinner Draw	Tickets sold Prizes raffled	Forest Hill Lions Club of Ontario	Sales
Spaghetti Dinner	Dinner tickets sold Food prepared and served Product management Health permits	Tellico Village Lions Club of Tennessee	Catering
Stuff the Bus		Seguin Lions Club of Texas	
Golf Tournament	Organize tournament Solicit prizes and sponsors Recruit paying golfers Book Facilities Get permits/licenses Advertize	Seaford Lions Club of Delaware	Sponsorships
Bed Race	Solicit prizes, teams and sponsors Set out obstacle track for race Get permits Onsite volunteers on race day	Prescott Sunrise Lions Club of Arizona	Sponsorships
50/50 Draw	Sell Tickets	Harlem Lions Club of Georgia	Sales
Yankee Homecoming Road Race	Organizing the event, entrants, sponsors	Newburyport Lions of Massachusetts	Sponsors
Fish Fry and Auction Fundraiser	Prepare food and solicit donations for auction	Garden Ridge-Bracken Lions of Texas	Catering Donations
Dinner Theatre	Organize the theatre presentations, sell tickets	Central Butte Lions of Saskatchewan	Talent Sales
Annual Haunted Barn	Organize event and workers and collect admission	South Beloit Lions of Illinois	Talent Sales
Duck Race	Sell bets on the ducks	Estes Park Lions of Colorado	Sales
Brunch Fundraiser	Food preparation and admission collection	Onekama Lions of Michigan	Catering
BBQ Rentals/Catering	Cook food (5 tons of chicken and 110 gallons of sauce) for other groups	Land of Lakes Lions of Indiana	Catering
Pay What You Pull/Scratch Tickets	Canvassers/sellers Printing, Permits, Advertizing		Coupons/ticket sales

Effective Club Fundraising

REFERENCES:

Many websites specialize in providing products for groups to sell. Some of their ideas are novel and worth a visit if only for the ideas. The listing of websites here, or the omission of website listings is not meant to be an endorsement or commendation of any site. These are simply the results of a web search and are provided for your information only.

About.com – Nonprofit Charitable Organizations

Link to resources about specific organizations, foundations, jobs latest developments, and educational opportunities.
nonprofit.about.com

Fundraising Directory

Directory lists fundraising companies for non-profit, educational and religious groups. Shop for books on the subject or check a forum.
www.fundraisingdirectory.com

Fundraising.com

Learn about fundraising techniques from this resource. Discover selling custom products or shopping and web surfing methods.
www.fundraising.com

National Society Fund Raising Executives

Helps its members find education opportunities and become certified. Check the news section and related links.
www.nsfre.org

WebCharity

Make bids on antiques, recreation, services, transportation and celebrity memorabilia to help various charities, or donate items for auction.
www.webcharity.com

Fundraising Bank

Offers books and products for fundraising ventures. Also features free advertising and information on orchestrating successful fund raisers.
www.fundraising-ideas.com

Fundraising Ideas & Products Centre

Find guides for fundraising or benefit events, products and ideas, or request a listing of companies' fundraising programs.
www.fundraising-ideas.org

Society of Non-profit Organizations

Provides research and networking assistance to non-profit organizations around the world. Read publications, contact vendors, and visit a resource centre.
danenet.wicip.org/snpo

Apex Fund Raising Directory

Use this guide to find fundraising ideas and opportunities for schools and charities. Learn about grants, products to sell and consulting.
www.sharpwits.com

BBB Wise Giving Alliance

Profiles US charities in order to enhance the decisions of givers and monitor the standards of charitable organizations.
www.give.org

Philanthropy Journal Online

North Carolina based journal which lists a range of non-profit job vacancies. Covers fundraising, volunteers, foundations and corporate giving.
www.pj.org

Fund-Raising.com

Obtain new ideas for benefit parties and events through products and services listed in the directory.
www.fund-raising.com

Market Day

Fundraising food cooperative outlines its various projects and programs. Order online, check options and submit questions.
www.marketday.com

Effective Club Fundraising

FUNDRAISER CHECKLIST

FUNDRAISER: _____ DATE: _____

REASON TO FUNDRAISE: _____

How much money do we need to raise? _____

How soon do we need it? _____

Is the cause well known to the public?

How many Lions will it take to:

Organize the event _____

Advertize _____

Sell _____

Solicit donations _____

What are the start-up costs?

Licenses _____

Product _____

Location _____

Advertizing _____

Printing _____

What lead-time do we need?

Club approval _____

Approval from LCI _____

License processing _____

Advertizing _____

Effective Club Fundraising

Some Questions to Ask	YES	NO
Would I buy this product/service?	<input type="checkbox"/>	<input type="checkbox"/>
Is the product/service novel?	<input type="checkbox"/>	<input type="checkbox"/>
Would I want to sell this?	<input type="checkbox"/>	<input type="checkbox"/>
What percentage of profits does the club need?	<input type="checkbox"/>	<input type="checkbox"/>
Is our price better than the regular retail price?	<input type="checkbox"/>	<input type="checkbox"/>
Can the club raise enough money with this event?	<input type="checkbox"/>	<input type="checkbox"/>
Do we have enough lead-time?	<input type="checkbox"/>	<input type="checkbox"/>
Can we afford the start up costs?	<input type="checkbox"/>	<input type="checkbox"/>
Have we maximized the number of Lions productively involved?	<input type="checkbox"/>	<input type="checkbox"/>
Will sponsors buy in to the concept?	<input type="checkbox"/>	<input type="checkbox"/>
Did we celebrate our volunteerism with our community?	<input type="checkbox"/>	<input type="checkbox"/>

Effective Club Fundraising

Fundraising Ideas

100 Ways to Raise Money – Lion Karen Doyle

- 1) OPEN A LEMONADE STAND
- 2) SELL FIREWORKS
- 3) TURKEY SHOOT
- 4) BINGO GAME
- 3) CARSHOWS
- 6) OPERATE CONCESSION STAND
- 7) HOLD AN AUCTION
- 8) GARAGE SALE
- 9) HAVE AN OLD BOOK SALE
- 10) HOLD A DONKEY BASEBALL GAME
- 11) HAVE A DONKEY BASKETBALL GAME
- 12) SPORTS CHALLENGE TO OTHER CLUBS
- 13) HAVE A BAKE SALE
- 14) MAKE AND SELL COOKBOOKS
- 15) SELL DOOR PRIZE CHANCES AT MEETINGS
- 16) SELL CHRISTMAS TREES
- 17) SELL LIONS MINTS
- 18) SELL LIONS LIGHT BULBS
- 19) WORK FAIRGROUNDS BOOTHS/STANDS FOR PERCENTAGE
- 20) SELL CLUB PINS
- 21) DRAWING FOR A HOMEMADE QUILT
- 22) SELL PRODUCTION ITEMS WITH CLUB LOGO
- 23) SELL BUMPER STICKERS
- 24) MAKE AND SELL BADGES
- 25) SELL LIONS CLUB BROOMS
- 26) LIONS GUM MACHINES IN LOCAL FACILITIES
- 27) HAVE A CARNIVAL
- 28) RUN A SOFTBALL PARK/ASSOCIATION
- 29) SPONSOR A SOFTBALL TOURNAMENT
- 30) COLLECT USED PAPER
- 31) COLLECT ALUMINIUM CANS
- 32) SPONSOR A WRESTLING TOURNAMENT
- 33) HOLD AN AUCTION DINNER
- 34) SPONSOR A SCHOOL DANCE
- 35) SPONSOR A TOWN DANCE
- 36) HOLD A SLAVE AUCTION
- 37) HAVE AN OLD CAR/USED CAR AUCTION
- 38) SELL HOMEMADE CRAFTS
- 39) SPONSOR A CRAFT SHOW
- 40) HAVE A BASKETBALL TOURNAMENT
- 41) HAVE A TALENT SHOW
- 42) HOLD A NEIGHBORHOOD CLEANUP
- 43) MAKE AND SELL YARD SIGNS
- 44) PAINT HOUSE NUMBERS ON CURBS
- 45) STENCIL MAILBOXES
- 46) SELL ADVERTISING SPACE IN PRINTED PROJECTS
- 47) HAVE A VOLKSMARCH
- 48) PANCAKE BREAKFAST
- 49) HOLD LOCAL RUN/RALLY
- 50) HAVE LOCAL CIVIC/CELEBRITY GAME SHOW
- 51) FISHING DERBY
- 52) BEAN DINNER
- 53) COLLECT GOODS AND SELL AT SWAP MEET
- 54) HAVE A CAR BASHING
- 55) DUNK TANK
- 56) HALLOWEEN COSTUME STAND
- 57) SPONSOR A DIRT BIKE RALLY
- 58) HOLD A GOLF TOURNAMENT
- 59) ENDURANCE EVENTS FOR PLEDGES
- 60) DEVELOP AND SELL LOCAL MAPS
- 61) SELL AMERICAN FLAGS FOR SPECIAL HOLIDAYS
- 62) HOLD LOCK-IN EVENT FOR SCHOOL/CHURCH
- 63) CAR WASH
- 64) ICE CREAM SOCIAL
- 65) HOLD EATING CONTEST (WATERMELON, PIES ETC.)
- 66) HAVE A CHILI COOK-OFF
- 67) MAKE AND SELL CALENDARS
- 68) HAVE A PET TALENT SHOW
- 69) HOLD ETHNIC THEME DINNER
- 70) HAVE BABY PAGEANT
- 71) LOCAL ART SHOW/CONTEST
- 72) SPONSOR SOCCER ASSN/TOURNAMENT
- 73) SELL MERCHANT COUPON BOOKS
- 74) HORSE/COW CHIP POOL (SELL SQUARES)
- 75) CAKE WALK
- 76) HAVE A DANCE-A-THON/CONTEST
- 77) HORSESHOE TOURNAMENT
- 78) WINDOW CLEANING (RESIDENTIAL/ COMMERCIAL)
- 79) SPONSOR A SPORTS CLINIC
- 80) WHITE ELEPHANT SALE
- 81) PONY RIDES FOR KIDS
- 82) FRISBEE GOLF TOURNAMENT
- 83) BOWLING TOURNAMENT
- 84) RAISE AND SELL/AUCTION A FARM ANIMAL
- 85) SPONSOR A LION CONVENTION/CONFERENCE
- 86) NO-BAKE SALE
- 87) HOLD A TRIVIA BOWL WITH CIVIC LEADERS OR CLUBS
- 88) SELL SEASONAL FRUIT/FRUIT BASKETS
- 89) FISH FRY
- 90) SELL LIONS ACCESSORIES TO MEMBERS
- 91) SPONSOR BMX BIKE RALLY
- 92) OCTOBERFEST
- 93) GAME BOOTH AT CARNIVAL OR FAIR
- 94) MAKE VIDEOS FOR INSURANCE CLAIMS
- 95) CUT/SELL/DELIVER FIREWOOD
- 96) SNOWCONE STAND
- 97) MUSIC FESTIVAL
- 98) SPONSOR A SWIM MEET
- 99) GIFT WRAPPING STAND
- 100) KIDNAP THE TAILTWISTER'S CAN

Effective Club Fundraising

Fundraising Ideas

Fundraising Ideas – from the book “1001 Fundraising Ideas”

Art Exhibition	World's Most Boring Person	Cocktail Party
Art Sale	Building Demolition	Frugal Meals
Carvings And Craftwork	Charity Runs	Charity Soup Kitchen
Ice Sculpture	Lobster Run	Medieval Banquet
Photographic Competitions	Salmon Run	Champagne Picnic
Quilts Sales	Ice Wine Run	Picnic With The Animals
Sandcastles (Indoor And Outdoor)	Poker Run Or Bingo Run	Picnic In The Park
Sidewalk Art	Cow Pattie Toss	Sports Parties
Studio Tours	Domino Toppling	Street Party
Tie Designs	Double-A-Dollar Challenge	Garden Party
Torah Writing	Duck Races	Air Show
Bubble Making	Water Traverse	Antiques Valuation Fair
Cartoon Character Cut-Outs	Tug Of War	Craft Workshop
Babysitting	Dunking	Displays In Stores And Shopping Malls
Children's Hand/Footprints	Eating Contests	Dog Show
Face Painting	Pie Throwing	Cat Show
Haunted House For Halloween	Gladiator Combat	Natural Festivals
Goody Bag Sales	Egg Race	Seasonal Fairs
Kite Flying	Great Escape	Herb Festival
Kite Sales	Guess	Psychic Fair
Learn-A-Thon	Making Faces	Flower Fair
Lego Building Competition	Laughing Contest	Country Fair
Mad Hatter Tea Party	Screaming And Noisemaking Contests	Cycle Fair
Children's Treasure Hunt	Hay Bale Rolling	Environmental Fair
Mud Play	Hands Around . . .	Fireworks Displays
Pumpkin Growing Competition	Impossible Journey's	Ghostly Tours
Pumpkin Sales	Jigsaw Puzzles	Home Shows
Pumpkin Festival	Karaoke Contest	Pageants
Sunflower Growing Competition	Jail And Bail	Sports Card Show And Sale
Read-A-Thon	Look-Alike Competition	Carnivals
Spelling Bee	Open The Bank Vault	Apple Day
Clothes Day Theme Park	Paper Aircraft Flying	Apple Peeling Contest
Special Charity Day	Paper Boat Design	Applefest
Toy Exhibition	Toss-A-Toonie	Apple Product Sales
Toys For Children	Board Game Competition	Bake Your Bake Sale
Toy Sales	Singing	Competitive Bake Sale
Teddy And Doll Hospital	Frog Jumping	Surprise Bake Sale
Aluminium Foil Collection	Stair Climbing	50150 Bake Sale
Bottle Collection	Storytelling Contest	Wine And Cheese Auction
Bottle Deposits	Charity Cruise	Wine And Cheese Tasting
Clothing Banks	Dances And Balls	Winery Tour
Coin Collection	Seasonal Dances	Beer Bash
Penny Drives	Theme Dances	Chili Contest
Swap Meets	Anniversary Dances	Cookbooks
Vehicle Donations	Costume Dances	Recipe Competition
Birthdays And Special Days	Cross-Dress Dance	Cooking Race
Walk Of Fame	Era Dance	Bread Race
Gala Award Ceremonies	Recycled Dance	Cotton Candy
Memorial Service Or Concert	Radio Dance	Jam And Jelly Making Contest
Bicycle Polo	Theme Dinner Party	Corn Roast
Bodybuilding Competition	Fundraiser Dance	Ox Roast
	Pyramid Dinner	Pancake Fest
	Anniversary Dinner	Pancake Race
	Dinnerless Dinner	Perfect Pie Competition
	Breakfasts	

Effective Club Fundraising

Fundraising Ideas

Fundraising Ideas – from the book “1001 Fundraising Ideas”

Pot Lucks	Instrumental Groups	Bowling Tournaments
Taste And Tell Parties	Concerts And Recitals	Dog Sled Racing
Potato And Pasta Parties	Busking Competitions	Fishing Competition
Bingo	Historical Re-Enactments	Golf Tournaments
Casinos	Murder Mysteries	Bicycle Rallies
Win A Car With Dice	Debates	Paddle Boat Racing
Horse Racing	Seminars	Pedal Car Racing
Lotteries And Raffles	Speaking Contest	Curling Bonspiel
Car Lottery	Talent Contest	
Dream Home Raffle	Bed Racing	
Spend A Day With... Raffle	Person Powered Grand Prix	
Selling Christmas Trees	Car Racing	
Light Up A Tree	Car Obstacle Race	
Decorated Trees	Rallies	
Lights	Endurance Rallies	
Decorated Houses	Caterpillar Racing	
Santa Claus Deliveries	Lawn Mower Racing	
Photos With Santa	Marathons	
Santa's Workshop	Funny Run	
Sleigh Rides	Numb-Bum Competition	
Carol Singing	Pidgeon Racing	
Christmas Cakes	Shopping Cart Racing	
Christmas Cards	Raft Racing	
Easter Egg Hunt	Snowblower Racing	
Fashion Party	Wheelbarrow Grandprix	
Fashion Show	Furniture Auction	
Hair Cutting	Chinese Auction	
Make Overs	Servant Auction	
Head Shaving	Travel Auction	
Beard Growing	Silent Auction	
Knitting	Radio Auction	
Motor Vehicle License Plates	Toy Auction	
Mystery Tours	Bring And Buy Sale	
Masked Ball	Sell The Boss	
Dance Workshop	Rummage Sale	
Babysitting	Garage Sale	
Animal Sitting	Fleamarkets	
Plant Sitting	Second-Hand Clothing Shop	
Sponsored Diets	Charity Calendars	
Flower Sales	Flag Sales	
Bulb Sales	Kindling And Firewood Sales	
Plant Naming	LP Record Exhibition And Sale	
Lawn Mowing	Car Pooling	
Leaf Raking	Car Washing	
Tree Growing	Clean-Up Campaign	
Readings	Dollar-A-Chore	
Second-Hand Book Sales	Shoe Shine	
Magazine Recycling	Swap Shop	
Poetry Competition	Buy-A-Brick	
Short Story Collection	Collection Boxes	
Treasure Hunt	Wishing Well	
Gala Performances	Ballooning	
Music Festivals	Parachute Jumping	
Sing-A-Long	Bungee For Charity	
Band Concerts	Bar Games	
Choirs		

Effective Club Fundraising

16. Some Things to Watch Out For

- Lottery licences
 - If you are raising funds from the public via raffles, bingos, etc., you must have a lottery license and the funds raised, less direct operating expenses of the fundraising activity, must be returned to public use
- Liability
 - Lions insurance:
 - provides automatic coverage for all Lions Clubs, Leo & Lioness, etc. & individual Lions acting on behalf of named insured against 3rd party liability claims of bodily injury and/or property damage arising out of Lions activities for up to \$1,000,000
 - Does cover your legal fees
 - Lions policy does not cover injuries and damage to individual Lions, Leos and Lioness members and their property
 - Excess Coverage Policy – will only pay claims in excess of any other valid and collectible insurance
 - Joint Projects – co-sponsors are not protected by Lions policy
 - Special Considerations:
 - Dunk Tanks
 - Amusement Rides
 - Carnivals
 - Circus
 - Rodeo
 - Racing
 - Concerts
 - Fireworks
 - Swimming Pools
 - Playgrounds
 - Construction projects
 - Exclusions: operation, maintenance or use of automobiles, trucks, buses, or other craft owned by Lions Club or owned by another and used in connection with Lions' activities
 - ownership, maintenance or operation of an aircraft, including hot air balloons
 - sale or distribution of alcoholic beverages

Effective Club Fundraising

Some Things to Watch Out For

- Liability
 - If you have an event where alcoholic beverages are sold, distributed or consumed:
 - you must have a liquor license
 - you must have additional insurance
 - Lions serving alcohol in Ontario must have their Smart Serve card
 - Annually renewing your clubs incorporated status protects individual Lions against liability
 - If there are other parties sponsoring an event ensure you obtain a certificate of insurance from the other parties to prove that they have insurance coverage
 - Protect yourself as much as possible from frivolous lawsuits
- Permits – health, etc
- Emergency services – first aid/police/fire

Effective Club Fundraising

Some Things to Watch Out For

- Use of Lions Trademark/Emblem



- The Associations name and emblem are registered trademarks around the world
- LCI Legal is responsible for guarding against infringement
- Association's trademarks include:
 - Lions
 - Lions Clubs
 - Lions International
 - Lions Clubs International These may not be sold or distributed either to Lions members or the public without written permission of General Counsel or Club Supplies Division at LCI
- For fundraising purposes the special "Lions Club Fundraising Activity" seal is only emblem that can be used
- Automatic permission granted to Lions Clubs and Districts for district stationary, bulletins, and other printed materials reasonably necessary
- Lions should report unauthorized use to Legal Division



Effective Club Fundraising

17. Some Fundraising Suggestions

- Don't do it alone – do it by committee, just in case that Lion ceases to be a member of the club
- If someone can't offer money, ask them to offer their time
- Get the approval of the membership
- All the fund raised to go to the Treasurer as soon as money is received (don't hold onto the money yourself)
- Don't reject an idea out of hand if it didn't work before
- Have every member in your club think of 1 or 2 fundraising ideas and then pool those ideas
- Always leave enough lead time – don't leave things to the last minute
- Advertise, advertise, advertise
- Good public relations raises your club's profile within the community
- Know your community
- Let your community know why you are fund raising
- Know your responsibilities and liabilities
- If your project is too big, piggyback with another Lions club or organization
- Appropriate prizes
- Make sure all the bills for the event are paid before you present a final cheque to the recipient
- Send lots of thank you letters. Your thoughtfulness and appreciation will be remembered
- Most of all, have fun - a laugh is contagious

Effective Club Fundraising

18. Fundraising Session Wrap Up

- Seek final comments from participants – add to flip chart

Effective Club Fundraising

To obtain an Adobe Acrobat format (PDF) copy of this fundraising material:

District A4 Web page: <http://www.A4lions.ca>

Email: jamesj@magma.ca

THANK YOU !!!

and

have

fun

fundraising