



## Fundraising at Homestead How to make your Fundraiser a Success!

Our business has been providing fundraising opportunities to local schools, churches, non-profit organizations, and those with medical problems for nearly 40 years. Over that time, we have seen groups receive zero dollars and we have seen others make thousands of dollars. Those that are successful generally employed some of the following suggestions:

- 1) **Involve Everyone**---Whatever your group or organization, you need to be sure that all of your members are excited about the opportunity. Your fundraiser can only be a success if you get your members, their families, friends and other community members to come in on the day of your fundraiser.
  
- 2) **Create a Buzz**---We have seen that the less successful fundraisers will almost always have one thing in common: They fail to make a "big deal" out of their opportunity. It's not enough to set up the fundraiser, distribute the flyers, and then hope everyone shows up. The organizers need to make the group members understand what a great opportunity they have for raising cash; how easy it can be; how important it is; and what the benefit will be for the organization. Get everyone excited about the opportunity, and make sure they are spreading the word.
  
- 3) **Get the Word Out**---small groups often just contact the parents of the kids in the group and depend on all of them showing up to generate a hundred dollars or so. Large groups, though, can reach larger populations and the sky is the limit. We've had fundraiser coordinators who contact radio stations and TV stations and newspapers.  
It really doesn't matter who is bringing in your flyer, or buying your gift certificates, or purchasing scrip from you---and always be sure to send out a reminder a day or two before the fundraiser in case some people have forgotten. It's the volume that generates the return, and the more people you can contact the better your chances of raising hundreds, if not thousands, of dollars.



4) **Make it a Fun Night**---Besides getting a pizza dinner and helping to raise some money, what other reason can you provide for people to bring in a fundraiser flyer on your fundraising night? Once again, the very successful groups take it a step beyond. They solicit donations from area business and hold a raffle; they provide literature or sign boards celebrating the reason for the fundraiser; a choir might sing for the crowd; an art class might bring in artwork to show off at Homestead; a band might play for the crowd; a sports team could auction off items or sign jerseys; or maybe you will provide door prizes. The more reasons you can provide for attendance, the more successful your fundraising night will be.

5) **Success Breeds Success**---You can hold up to two fundraisers per year at Homestead (we have to have some limits so we can accommodate all of the groups). Challenge your organization to beat your previous fundraiser total; challenge another group at your school, or another church or any other group, to see who can bring in the most on a fundraiser night; work with another group or groups to help each other raise funds. In these times of budget cuts and defunding, a fundraiser at Homestead can really help fill the gaps for many organizations, and coordination between groups can help everyone.

We truly want your fundraiser to be a success, but we can't do it for you. Not all groups will do as well, but even a few hundred dollars can make a big difference in your budget. Give us a call, and we'll do all we can to help you. Good Luck!