

Fund Raising Ideas



Fund Raising Ideas

Premise:

It is the intention of this report to suggest ways and means of raising funds for your organization and its goals. Motivating your club to get up and go with any of these ideas is, of course, another matter. Be of good cheer and think positive!

The following fund raising projects are proven activities that could help your society to grow financially and hopefully achieve some of those longed for goals. Several of these projects are capable of raising large amounts of cash and simply require some volunteer manpower to organize and run them.

It is advisable to form a fund raising committee with a core of energetic and positive thinking individuals who will pick one or more of these projects and see them through to completion. Perseverance and effort can pay off with some remarkable rewards.

The "Fund Raising Concept Committee" authoring this report would like to suggest that monies raised could be donated all or in part to the INL of NA.

It is advisable to form a fund raising committee with a core of energetic and positive thinking individuals.

A fund raising report to members of Icelandic National League.

*It should
be stressed
that 'live'
auctions
tend to be
much more
exciting,
especially if
well known
'guest'
auctioneers
can take
part !*

1. The Auction

This is a special fund raising project that seems to be successful with a variety of clubs and societies. Items are donated to the society and auctioned off by silent bid* or in a true 'live' auction fashion. The success of the 'live' auction event largely depends on the dynamic quality of the auctioneer. Hiring or obtaining a professional should at least be considered. Items that can be auctioned could include:

a. Personal Services: of club individuals such as carpentry, painting, plumbing, housecleaning, babysitting, chauffeuring, etc...., or any of the varied professional activities (steno, legal, dentistry, etc.) of the club's membership.

b. Household items: People are always having garage sales and quality items that are sold there could rather be donated to the auction.

c. Gift certificates, items or produce: donated by restaurants, shops, etc.

d. Special items: for example in B.C. the Coquitlam Chamber of Commerce is having an auction with some of the following items: Gulf Islands tour for up to four people from Hyack Air, a portable table-top barbecue, a pair of Louis Pasaglia's running shoes, a microwave oven from Woodward's and a gardening book and shovel autographed by Premier Bill Vander Zalm. Tickets to attend the auction are sold at \$20 each and if you purchase one of the first 50 pairs of tickets you'll receive a special gift donated by a local merchant. Last year they raised \$7,000; this year they are going for \$10,000. If you can get celebrities, sports or media personalities, artists, etc. to donate items and/or help with the auctioning it will make getting publicity easier and help to build up the crowd.

* **Silent Bid** is where the bids and the bidder's name are written on pieces of paper and placed in a bidding box before or during a dance or banquet. Someone checks through the bids and selects the highest offer on the item and then reveals the name of the successful bidder.

Option: Individual bidding boxes showing minimum bids required could be placed beside each item on display.

It should be stressed that 'live' auctions tend to be much more exciting, especially if well known 'guest' auctioneers can take part as well!

*This type
of project
requires
good
planning
and willing
volunteers*

*As with any
successful
campaign
it takes
volunteers
to sell the
tickets or
mail them
out to club
members.*

An Auction could be preceded or followed by a Banquet or Dance where all the funds go to the society putting on the event. This kind of auction has an appeal to a wider cross section of the general public and can be a lot of fun. One variation could be an auction with a “Pot-luck Dinner and Hard-times Dance”.

This type of project requires good planning and willing volunteers to telephone or go around to get the items for the auction. The more original or useful - the better. Publicity is also very important. Try to make up a list of the items to be auctioned and distribute it to your club members or post it up on community bulletin boards, Laundromats, local community papers, etc. - well in advance of the auction. Take advantage of free media publicity (community announcements) in the papers and on the radio. Invite some public figures who may have autographed or donated something for the auction. This fund raiser could also be of interest to young people.

2. The Lottery or Raffle

Your organization supplies prize(s) and sells tickets for the draw. Depending on where you live there are different regulations about having a lottery. It appears that it is not possible to have a nationally administered Lottery. It is always wise to check with the local Lotteries Commission about regulations and then make your own judgements about procedures. As with any successful campaign it takes volunteers to sell the tickets or mail them out to the club membership.

Example: Last year the ICC of BC received a free ticket to Iceland from Viking Travel, as did other clubs. 1,000 raffle tickets were printed and books were mailed out to every member of the club. (4-\$5.00 tickets per book) By simply printing reasonable quality tickets and mailing them out - the club received back around \$2,500 after expenses.

*** Note on Lotteries:** With the cheap price of the provincial lottery tickets lately, societies or clubs that have offered cars, etc. as prizes have not done too well. Be careful about spending a large amount of money on the prize(s). The following approach has been suggested by the people at the B.C. Lotteries Commission. Find prizes that appeal to a special interest group and keep on a smaller scale unless you feel confident that you have an aggressive ticket sales force that will sell a lot of tickets to make your society some money after covering the costs associated with big prizes.

*Ticket sales
may be
higher if
you allow
some sort
of reward
for the
tickets sold*

Older people generally do not go out and sell the tickets they are sent, so keep the price of the book affordable and hopefully they will buy the whole book. Ticket sales may be higher if you allow some sort of reward for the tickets sold. eg. Boy sells tickets in his neighbourhood and for selling the \$10 book he has to remit only \$8. This is incentive and may be just what is required to get the younger folks involved.

Regulations in B.C. state that the money raised by a Registered Lottery has to be spent in the region where it is raised. A trust account must be set up to receive the money - earmarked for local expenditure. This requirement does not hinder local clubs from donating "other" money in their organization to outside of Province activities i.e. the HIP fund.

3. Bingo

Bingo can be an excellent fund-raiser. It is a game with broad popular interest and you are generating funds from outside the immediate society membership. Your club must have a core of volunteers who are willing to turn out once a week or month to help put on the games. Many large well-known societies such as Greenpeace, the Cancer Society, private schools and churches derive a steady and sizeable income from these games. If you decide to run a Bingo night(s) you should investigate the provincial or state rules governing your own area.

Example: The B.C. Gaming Commission governs Lotteries, Bingos and Casinos in the province. A charitable organization must apply to the Commission for a license to hold a Bingo or Bingo nights for fundraising.

The charity must decide whether to put on its own Bingo. (i.e. rent a hall, rent equipment, do the advertising, etc.) or whether to use their license at an established "Bingo parlor" by booking a night or nights in advance. The advantage of the Bingo parlor is that they have an established clientele who attend Bingo games there regularly and they also have the experienced staff to help the charity volunteers run the games properly. Of course, in return for this expertise, the Bingo parlor receives a percentage of the profit from each Bingo session. In B.C. the charity keeps a minimum of 15% of the gross proceeds but this can go up to 40% or more.

*Many large
well-known
societies
derive a
steady and
sizeable
income
from these
games*

The objective was to try to raise funds from outside of the Scandinavian community as other fund raising projects were geared more towards our own clubs.

4. Casinos

This report is based on two Casino nights put on by the Scandinavian Festival 1986 (B.C.) as one of several fund raising projects. The objective was to try to raise funds from outside of the Scandinavian community as other fund raising projects were geared more towards our own clubs.

Example: An application to the Lotteries Commission of the Province of B.C. was made to have two Casino nights. With the application a sum of \$1 00 was paid as a deposit on the tax to be paid on monies raised. The tax rate was small.

The Scandinavian Festival Society had to make a decision whether to set up the Casino themselves and advertise it or go with an established company that operated Casinos for charitable organizations. The decision was to go with the established company because they had already created a following or clientele and were well known to the general public. They did, however, keep 60% of the profits. Even so, the society made \$6,000 in two nights. Recent provincial changes to the size of bets has cut down the amount of expected revenues but it could be changed back again.

Details: The society provided about 8 people per evening as volunteers to operate the cashier's wicket, run some of the simpler games and generally round out the operating staff. As this event was held at a Hotel, there was bar and food service available to the patrons. Volunteers worked under the guidance of the Casino Operating company and an adjudicator was available to settle any disagreements as to game rules and procedures. Money taken in during the evening was regularly placed in locked boxes and counted at the end of the evening by a representative from the society and from the Casino Operator's company. A financial report was prepared and sent to the Provincial Lottery Commission along with the appropriate tax - \$300.

Alternative: It is possible to operate a Casino yourselves by renting Gaming equipment from Gaming suppliers in your area. These people can advise you on how to conduct the various games.

- Local licensing laws must be observed.
- Advertising and promotion is a key element to the success of the evening(s).
- This type of fund raiser will draw on a wide spectrum of people so be prepared for any nuisance situation that might arise.

*The success
will be
determined
by what is
presented,
to whom it
may appeal
and how
well it is
presented.*

5. An Entertainment Night

This is a very straight forward type of event where the proceeds of the evening go to the organizing society. The success will be determined by what type of entertainment is presented, to whom it may appeal and how well it is promoted.

- **Professional entertainment:** Book the talent and hall, promote the event, print and try to pre-sell the tickets.
- **Amateur night:** Members from your society donate their talents. To make the evening special try to include the performance of a public figure singing a song, reading a poem, juggling or doing a soft shoe or any other entertaining feat. Getting well known figures to do something oddball could be the drawing card to make a successful evening. Both types of entertainment could be linked with a dance or dinner or both.

6. Bake Sales, Bazaar, Thrift Sale

As most organizations are familiar with these types of fund raisers details will be limited to some special notes:

- Consider group baking bees.
- Have a small raffle - perhaps on a package of assorted baked goods.
- A phoning bee to get material and a flying squad of young people to run around picking up the items. (People who might donate may not necessarily be able to come to the sale.)
- Consider a door prize.
- Left over items at the Thrift Sale - In the last 15 minutes of the sale offer a paper bag full of clothes for \$1.00. Advertise the fact that any unsold items will be donated to charity.

*Raise funds
from the
general
public as
opposed to
the limited
numbers
within your
own society*

*You should
consider
profit
sharing
with the
sellers*

7. The Benefit Banquet & Dance

This type of event is promoted with the idea that all the funds raised will go to a special project or cause. This event can be linked with the entertainment evening described in 5. **Alternative:** Opening the dance or banquet up to the general public may be a way of making it a large and profitable venture for your society. One then has to consider just what is appealing to the general public in terms of food and entertainment. Keep in mind those special celebrations such as Thanksgiving, Halloween, Christmas, New Year, Easter (Spring), Canada Day... etc. around which you could plan a more public type of evening. You could consider a single or series of theme evenings: Icelandic, Italian, Greek, Oriental, etc... with appropriate ethnic dinner, wine, decor and entertainment. It's wise to involve authentic catering and advise.

8. The Car Wash

Volunteers of all ages, soap, water and a parking lot. This little event can be fun for young and old with a chance to socialize. It is usually not a major fund raiser but can be fun on a hot day.

9. Sales of Merchandise

Again, it is important to have an approach to raising funds from the general public resource base as opposed to just the limited numbers within your own society. You may consider profit-sharing with the sellers which may provide an incentive to go knocking on doors.

a. Cook Books - Magnificent Cookbooks Publishing has a great line of quality books that seem to sell well. The books seem to be quite popular and the "Muffins" book has a profit of \$3.00 per book.

Icelandic Cookbooks will only sell to a limited market. Consider marketing existing cookbooks that appeal to the general public as opposed to creating a new one with all its costs in production. For complete information contact:

Magnificent Cookbooks Publishing Inc.
30 Mural Street, Unit 5
Richmond Hill, Ontario. MB 1B5

*Advertising
can be done
through
your own
club
newsletter
or
community
newspaper*

*Your club
or group
can make a
surprising
amount of
money*

b. Regal Catalogue Sales - Arrangements can be made with the Regal Catalogue company to become a representative(s) and take orders for merchandise from the illustrated catalogues that they supply 4 times a year. Each sale item has a specific profit for the seller. With the right type of approach this could be a continuing source of revenue to any club especially around Christmas time. See attached list of Regal companies in your area and check this one out for sure!

c. Bulk Food - Deals can be struck with food producers such as poultry suppliers, Pizza shell makers, etc. Orders are taken from within your community for freezer-type, canned or dry foods. Customers could pick up and pay for their orders in a parking lot on a Saturday for example. You determine the profit margin after comparison pricing with local food outlets.

d. Records, Tapes and Icelandic Artifacts - Your society could arrange to buy in bulk or stock certain items on consignment and make them available at your events or through the mail - all for a profit of course. Advertising can be done through your own club newsletter or community newspaper such as Lögberg-Heimskringla. Items such as T-shirts, bumper stickers, jewelry, flags or decals with an Icelandic theme printed on them, books, ceramics, crafts and woolens are just a few considerations. Although you can start at any time of the year - the big season, of course, is Christmas. Try to have this type of project ready two months before Christmas.

e. Hot Dogs, Ice Cream, etc. - Your club or group can make a surprising amount of money by selling hot dogs, hamburgers, ice cream cones, drinks, etc., at public and community celebrations. Local licensing regulations must be followed but it is worth the extra trouble. Check with organizers of the local public gatherings where there is likely to be lots of thirsty or hungry people and see if you could set up a small food booth. Give interesting names to your offerings Viking hot dogs, Volcano ice cream cones, MacViking Burgers, or whatever ... Another idea could be to have staff dressed in peasant Viking dress for fun, color and appeal.

10. The Straight Appeal

Your society can make a clearly worded direct appeal for donations in your newsletter or local paper. If the request is properly worded and from the heart there will be a response and, who knows, it may be overwhelming. Option: a personalized letter requesting donations could be sent to every known member of your community. At least 10% of those approached should respond to an effective letter.

11. A Bequest or Will

Although a person may not be able to make a donation immediately to a specific cause - it is possible that he/she may be able to remember the cause in a will. This may be tactfully suggested in newspapers, newsletters or in personal conversations.

12. Garage Sale

Your community bands together in a large Hall or parking lot. Have a big one, promote it well and this type of event will appeal to the general public. Have flying teams of people to pick up the stuff if it can't be delivered. This event needs energy, positive thinking and hustle. You would be amazed at the amount of money that can be raised on what people have laying around in storage. "Put it to a good cause!" To make the sale even larger and encourage more shoppers, you can rent out tables to other groups or individuals who might want to take part. This extra revenue could help cover the hall rental and other incidental expenses.

13. Memorial-type Book

A book or magazine can be written about people in your community that memorializes them. A page in this type of book could contain a person's biography and photograph for a sum of say \$100.00 per page. This type of book or magazine, if done properly, could be a real tribute to your community and its pioneers. The book or magazine could then be offered for sale yielding a second level of revenue. A variation could be where several pages are written containing a family tree as in the Icelandic River Saga book. Desktop publishing with home computers is revolutionizing costs in the printing industry. Books or magazines of this type can be produced quite reasonably if you have access to an IBM PC or Apple MacIntosh computer.

You would be amazed at the amount of money that can be raised on what people have laying around in storage

The correct approach and wording of the application is the crucial step to a successful request for a grant

14. Government Grants

Grants for operating some of your club's programs or projects may free up some extra cash for other projects or worthy causes, for example, the HIP fund drive.

Get in touch with your local Federal Secretary of State Multicultural Officer to see if your club can qualify for some grants to: teach Icelandic, attend conventions, publish a newsletter, write a history, develop an historical site or building, open an office or develop some cultural project of value to the Canadian multicultural mosaic.

Money is available for various projects. Find out what types of projects are receiving grants. You may want to do the same type of project. Also check into the possibility of Provincial or State funding programs. It is wise to find out who has received grants in your community and to get their advice on how to word the application. It must be stressed that the correct approach and wording of the application is the crucial step to a successful request for a grant.

15. Bowlathon

Reserve a bowling alley (or some lanes) for an evening. Hand out pledge sheets to willing bowlers and urge them to collect as many cents per point or straight donations as possible. Everyone can have fun that evening at the bowling alley -- even more so if you give out prizes (hopefully donated) for the highest score, lowest score, highest three games, oldest bowler, youngest bowler, highest amount of pledges etc. Someone must be responsible to see that the bowlers collect and turn in their pledges as soon as possible. A social get-together could be held in someone's home or at a hall after the bowling.

16. Other-thons

You can have a walk-a-thon, jog-a-thon, skate-a-thon, swim-a-thon, curl-a-thon or almost any other kind of activity where pledges can be gathered for points earned or number of miles, etc. covered. Use your imagination! Make sure the activity is one than can be done by a large group of people that will have achievable results and give a good financial return.

17. Other ideas

If your society has other fund raising ideas please write them down and send them to the Icelandic National League so that they may pass those successful ideas along to other clubs.

Good luck with all your ventures!

*New fund
raising ideas
need to be
spread
around, so
give us your
success
stories*

Respectfully submitted:

The INL Fund Raising Concept Committee:

Robert Asgeirsson, Chairman, B.C.

Gunnar Thorvaldson, Alberta

Eric Stephanson, Saskatchewan

Neil Bardal, Manitoba

Haraldur Sigmar, Seattle, WA

November, 1986.