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How To Run A Successful Fundraiser

By Keith Smith

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by: **Keith Smith**

This is the first article of a multi-part series on this topic.

Part One of this SPECIAL REPORT is about:

Organizing Your Group

Would you agree that it's easier complete a job when you have a blueprint to follow? Yes?

Also, the exact opposite maybe true which brings us to the old axiom:

"Fail to plan, plan to fail"

Usually most groups avoid planning because they view it as difficult or tedious or may be in a rush to get going. Don't let this happen!! What appears to be unpleasant far exceeds the dismal results you will have without a plan.

Fortunately, the exact opposite is true when you have the necessary tools at your disposal.

That is why this report was written. To give you an idea of how easy it is to plan your fundraiser and to stay focused on your goals.

Shall we begin?

*First of all, I cannot stress this point enough: You need to know why you want to fundraise. You do this by answering the following questions:

1)Why do you need to raise money?

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Answer the above question and you will have the source of your group's motivation and the community's effort to help you acquire the funds you need.

2)What will you do with the money you raise?

Find out what you need. Survey those who are active participants within the your organization or group.

Example: The PTA/PTO may want to ask teachers what is needed in the classrooms or administrators what is needed in the school as a whole. Then choose from the list of items that appear in the majority or allow the fundraising committee to decide amongst the available choices.

3)How much will you need? This is where you create a goal.

For instance, if your goal is to raise money to purchase computer equipment, research all the costs involved (hardware, software, installation, etc.).

Also,don't forget the annual costs of maintenance and repair if you are purchasing equipment.

4)Who will be your fundraising personnel responsible for: Choosing a fundraiser Making sure order forms get to the sellers Getting information out to the public about your fundraiser Collecting orders

Tallying orders Counting Money Depositing Money Handling delivery

5)How are you going to raise the money?

Will you use the direct sales approach? Brochure sales such as cookie dough, cheesecakes, candles, etc.

What about community service activities? Auctions, car washes, leaf raking, concessions at concerts or sporting events, etc.

As you can see, getting organized is not that difficult, isn't it? Once you have answered the questions relevant to your group, you are on your way to earning those profits you desire which leads us to the topic of the next newsletter:

Choosing A Fundraiser

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This is the Fundraising Connection newsletter which begins with the Free Special Report: How To Run A Successful Fundraiser.

How To Run A Successful Fundraiser

Keith and Rema Smith educate schools, sports teams, clubs, youth groups, etc. regarding fundraising.

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Authors: FREE newsletter: The Fundraising Connection and FREE BONUS SPECIAL REPORT: How to Run A Successful Fundraiser.

Fundraising: Art, Skill And Work

By Steve Williams

If you have attended school in the last 50 years, you are well acquainted with the word "fundraiser". It would seem in this age of corporate sponsorship, advertising, and community involvement, fundraising would not be the difficult process that it is. But this is not so. Fundraising is big business, and requires much skill on the part of the organizer. Occasionally, you are involved with a fundraising event, and everything seems to flow as if it were an everyday occurrence. Then, you have the more normal situation of Murphy's Law: if it can go wrong, it will. The event that went off without a hitch, I can almost guarantee was a success. The one with problems, more than likely did not achieve the goal. There are a few simple rules to implement when participating in a fundraising event that will ensure the success of the venture. I'm going to discuss those ground rules, here in brief. If, after reading these ground rules, you need further information, there are many websites that offer more insight, a more detailed explanation, and even real assistance with planning your fundraiser. At slight cost to you.

The first building block of the successful fundraising event is known as "work". That's right, lots and lots of work. As your organization prepares to undertake the fundraising event, the most important contribution that every member can make, is to examine the potential leaders and make the most of the talent available. Your fundraiser's success will depend upon the ability of the designated leader. Friendship, likes, dislikes, or relation to the proposed leader should not be a factor. The only characteristics up for debate are the leadership and organizational skills of your fundraising captain.

The next two phases' success will be a direct result of the fundraising captain, chairman, leader, or whatever title you have superimposed for the event's "go to" person. In this article, he or she will be referred to as "leader". The leader's art and skill are "on the chopping block" so to speak. It requires skill to lead many different people, with many different personalities, obligations, responsibilities, and varying levels of commitment into one, successful direction. It can be done, however. The skill is a result of much hard work and commitment on the part of the leader. Organization and leadership are not magic. They develop over time, and with continual effort, and they are highly prized possessions in today's business world. The art aspect of the equation begins to become evident as the leader deals with prospective customers, vendors, and other participants not directly involved as organization members. Inducing a person to buy into whatever your fundraiser has chosen to sell or promote, is an art. Effective promotion of your fundraiser requires that you are knowledgeable about your product or service, that you believe in the value the fundraiser is providing, and that you sell all of that to a prospective buyer. Dale Carnegie would be proud. Now, if you aren't familiar with Dale Carnegie, you

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need to finish this article and vote for someone else to lead the fundraiser.

Steve Williams is a veteren fundraiser and shares his success for "Easy Fundraising Projects" at

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