

# Best Practices When Fundraising

*With The Rev. Annie Elliott*

*Chaplain to St. Andrew's Episcopal School, Jackson, MS and former Diocesan Youth Coordinator*

## **Before you decide on the fundraiser:**

1. Define the amount that you need to raise and the date by which it needs to be raised.
2. Identify funding sources.
  - a. Church budget
  - b. Continuing ed or scholarship funds at your church or in the diocese
  - c. See if the vestry will give a matching grant or other less obvious sources available in reserved accounts
  - d. Identify items that could be donated to defray costs
    - i. Supplies for the trip, possibly hotel points
  - e. The fee that you will request from parents
    - i. Set a goal amount then survey parents as to whether or not it will work
    - ii. Make sure scholarships are included in the amount to be raised
      1. Also, make sure it covers the cost for chaperones to go
3. Identify sources available in the congregation for fundraising help
  - a. Talents: artists, chefs, woodworkers, etc.
  - b. Travel industry: rental car/bus agents, hotel managers, airline pilots, etc.
  - c. Fundraisers: alumni development officers, directors of non-profits, etc.

## **Annie's Tips for Successful Fundraising**

1. Plan on one fundraiser to raise at least 75-80% of the funds you need. The other funds could come from another, smaller fundraiser. If you do 15 fundraisers, each raising \$100, people will become tired of hearing about your project.
2. Use the resources you have in your church. For example: Have an artist? See if they would donate a painting. Ask if you can make notecards from the painting and then raffle or auction the original. The notecards allow for lots of people to contribute small amounts to your goal, and the auction allows one person to make a more significant contribution.
3. The most successful fundraising campaigns allow for everyone in the church to participate at some level. If you exclusively look for \$250 donors, many people will feel left out.
4. If you are fundraising for a trip or activity, publish the actual cost of the trip per person as well as the amount that you expect parents to pay. Give parents the option of fully participating (making sure to define participation!) in the fundraising or paying the actual cost.

**After the fundraiser, thank EVERYONE!**

# 11 Ways to Fundraise

with The Rev. Luke Fodor

*Rector of St. Luke's Episcopal Church in Jamestown, New York and former staff member at Episcopal Relief & Development*

1. Holy Bat Guano: Bats almost universally live in Church steeples, and what they leave behind is black gold. Bat guano is an expensive, powerful fertilizer – and fun to buy as a gift. Take care when harvesting, as all fecal matter may carry disease.
2. Super Bowl Snacks: Do some simple cooking and make spreads and snacks to be sold after church on Super Bowl Sunday.
3. Pink Flamingo Protection: Let out your inner mafia and buy a bunch of plastic pink flamingoes; then offer protection from them appearing in people's front lawns. If members of your church don't buy protection, then the flock descends and the only way to have it removed is to pay the Flamingo Removal Fee.
4. Themed Bake Sale: If you are going somewhere special on a mission trip, then consider selling themed bake good from that location (e.g. Indian Fry Bread if you're going to a reservation; beignets if you're going to New Orleans; etc.)
5. Make a Movie: Grab your youth group and other friends to make a movie. Then charge admission for family members and parishioners to watch it. Don't forget to sell popcorn!
6. Music Fest: Contact local (garage) bands and create a music festival at your church. Secure food donations from local vendors and charge admission to the event.
7. Clamming for Christ: If you happen to live near the coast, you might have some fun going clamming, and then making clam chowder to sell as a fundraiser. For other geographical areas, consider a similar local product that you could turn into a sale.
8. Bike/Run/Kayak-athon: This is the ever-popular sponsorship based activity where someone asks friends and family to sponsor at X dollars per mile. Why not set up a course that includes multiple churches?
9. Stage a Talent Show: Invite everyone to come and share a talent at the talent show. Then do an auction of additional talents (babysitting, yard work, etc.) to the highest bidder.
10. Carwash: The ever-popular carwash. Enough said...
11. Stained Glass Window Coloring Book: Use photos of your church's stained glass windows (or other art/architecture) to create a beautiful coloring book that you can sell. Instructions: <https://www.instructables.com/id/How-to-Make-a-Coloring-Book/>