



Fundraising guide

Fundraising is a valuable strategy to bring your community together and effectively serve local needs. There are many ways to fundraise; from approaching a local business for donations, to hosting a club benefit event, to soliciting pledges for fun challenges and beyond. This guide will help you think through and plan for two of the most common forms: an online fundraiser and an in-person event fundraiser.



Online fundraiser

Online fundraisers can range from crowdfunding campaigns to online charity auctions. These fundraisers are low cost, fast to organize and require less volunteer input than events.



Event fundraiser

Event fundraisers offer a variety of ways to raise funds, from ticket sales to donations to sponsor or challenge formats. They offer great opportunities to think creatively and directly connect with club supporters, but they also require more planning and investment.

Next steps

You can use the worksheets on the following pages to plan either an online fundraiser, or an in-person event fundraiser:

- » **Page 2:** Online fundraiser planning checklist
- » **Page 4:** Event fundraiser planning checklist
- » **Page 6:** Volunteer planner
- » **Page 7:** Club service story
- » **Page 8:** Promotional checklist

After each fundraiser you complete, you will be able to set new goals, imagine more creative fundraising opportunities and strategize how to best reach potential supporters. Soon you'll be an expert in raising funds to support impactful service projects in your community and around the world!

Online fundraiser planning checklist

Use the worksheet below to plan and delegate tasks for an online fundraiser.

Status	Task	Deadline	Lead	Tips
X	Form a committee			
	Set a fundraising goal			<p>Fundraising goals motivate your club and let supporters know what you are trying to achieve.</p> <p>For example, you could base your fundraising goal on:</p> <ul style="list-style-type: none"> » Funds needed for a specific service project » A specific amount you want to donate to LCIF » Surpassing the total amount given at your last fundraiser
	Determine your fundraiser deadline and how much time you need to plan			<p>Your fundraising deadline could be based on:</p> <ul style="list-style-type: none"> » Financial needs for a time-sensitive service project » Alignment with a traditional time of giving (e.g., a public holiday) <p>While an online fundraiser can theoretically go on indefinitely, set an end date to incentivize timely giving!</p>
	Assign volunteer responsibilities			Use the volunteer planner on page 6 to facilitate this task
	Choose your online fundraising platform			<p>Ideas include:</p> <ul style="list-style-type: none"> » Facebook » GoFundMe » Other online crowdfunding platforms <p>With a little online searching, you'll discover seemingly limitless online platform options. However, it's best to choose one platform per campaign. Advantages include:</p> <ul style="list-style-type: none"> » Supporters receive a unified message » Reduces administrative time » Creates an online community for supporters
	Write your club's service story			Use the club service story worksheet on page 7 to facilitate this task
	Add multimedia to your fundraising page			<p>Consider enhancing your service story through multimedia:</p> <ul style="list-style-type: none"> » Favor action-oriented pictures of service over posed group shots » Include footage of interviews with people served » Ask permission from service participants before publicizing their images
	Promote your fundraiser			Use the promotional checklist on page 8 to facilitate this task



Online fundraiser planning checklist (continued)

Status	Task	Deadline	Task Lead	Tips
	Donate to your own fundraiser			<p>No, seriously! Donate to your own fundraiser!</p> <ul style="list-style-type: none"> » Making the first donation starts the momentum of giving » People are more likely to give to a cause that is already supported by others
	Offer incentives to supporters			<p>Reward supporters if you reach certain milestones or if they donate a certain amount of money. For example:</p> <ul style="list-style-type: none"> » "If you donate \$30, you will receive a free t-shirt" » "If we raise \$500 dollars by [Date], all Lions clubs members will [insert funny or extreme action]" <p>Encouraging and being playful with supporters brings another level of joy and community connection to the fundraiser.</p>
	Promote again!			<p>The first donations you receive will be from people who know a lot about your club or are passionate about the causes you champion. Promoting outside this network is key to a successful fundraiser:</p> <ul style="list-style-type: none"> » Continue sharing your message with people who know less about your club and its service » Ask supporters to share your fundraiser with their networks » Share how the money raised thus far will contribute to service. For example, "The \$300 we raised so far will help us serve X number of children in our community. Help us serve X number more with your contribution of \$20."
	Celebrate your successes and reflect on next steps			<p>Discuss the following questions as a club:</p> <ul style="list-style-type: none"> » How many supporters contributed to your fundraiser? » How much money did you raise? » What in-kind donations did you receive? » What was successful about your fundraiser? » What challenges did you encounter? » What will you do differently in the future? » How will we thank our supporters?
	Thank your supporters			<p>Be specific. Include key information such as:</p> <ul style="list-style-type: none"> » How much money you raised » In-kind donations you received » How you will use the money and donations » How many people these resources will serve » Any other information to connect your supporters to your work



Event fundraiser planning checklist

Use the worksheet below to plan and delegate tasks for an event fundraiser.

Status	Task	Deadline	Task Lead	Tips
X	Form a committee			
	Set a fundraising goal			<p>Fundraising goals motivate your club and let supporters know what you are trying to achieve.</p> <p>For example, you could base your fundraising goal on:</p> <ul style="list-style-type: none"> » Funds needed for a specific service project or for your club's long-term club service efforts » A specific amount you want to donate to LCIF » Surpassing the total amount given at your last fundraiser
	Determine your fundraiser deadline and how much time you need to plan			<p>Your fundraising deadline could be based on:</p> <ul style="list-style-type: none"> » Financial needs for a time-sensitive service project » Alignment with a traditional time of giving (e.g., a public holiday) » The availability of your volunteers <p>While an online fundraiser can theoretically go on indefinitely, it's important to set an end date to incentivize timely giving!</p>
	Set the date of your fundraiser			
	Assign volunteer responsibilities			Use the volunteer planner on page 6 to facilitate this task
	Attend another organization's fundraiser for ideas			<p>Attending a fundraiser is a great opportunity to:</p> <ul style="list-style-type: none"> » Discover best practices and creative ideas » Decide what components you do or don't want to include » Speak with organizers to get first-hand advice
	Set a preliminary budget			<ul style="list-style-type: none"> » Event fundraisers can cost a lot of money to organize depending on what food, drinks, entertainment, etc. you provide » Estimate how much money you could raise and, based on this, how much money you are comfortable spending
	Choose a location			<p>Consider these alternatives to renting a venue:</p> <ul style="list-style-type: none"> » Partner with a local restaurant or other venue (e.g., Lions receive the money from ticket sales, the restaurant makes money off of food sales) » Host the event at a member's house » Reserve an area at a local park » Organize a beach party fundraiser
	Determine fundraiser components			<ul style="list-style-type: none"> » Tickets » Meal » Beverages » Entertainment » Raffle » Contest/Prizes
	Ensure proper insurance coverage			



Event fundraiser planning checklist (continued)

Status	Task	Deadline	Task Lead	Tips
	Consider adding a service activity			<p>Show the impact of Lions and Leos by including a service project:</p> <ul style="list-style-type: none"> » The project can be the main event (e.g., a community clean-up that ends with a group meal and live music in your newly beautified space) » The project can be a small piece of a fundraiser (e.g., set up a card-writing station at your dinner fundraiser where supporters write encouraging messages to the families, staff or children at your local hospital)
	Approach potential partners			<p>One way to minimize your costs, serve your community and connect supporters to your service is to partner with local organizations for in-kind donations. For example:</p> <ul style="list-style-type: none"> » Ask a store to contribute decorations » Contact entertainment companies and negotiate reduced prices for equipment » Approach businesses in the community for prizes; options include reduced prices for a normal service or a free product
	Revise your budget			<ul style="list-style-type: none"> » Revise your budget based on reduced costs or free materials you receive from partners » Itemize budget to track deviations in spending
	Promote your fundraiser			Use the promotional checklist on page 7 to facilitate this task
	Incentivize early ticket sales			<ul style="list-style-type: none"> » Reduce the price of entry tickets before a particular date to encourage early registration » Offer special giveaways, entrance into a raffle, or other treats to the first 10, 20 or 100 registrants
	Celebrate your successes and reflect on next steps			<ul style="list-style-type: none"> » How many supporters contributed to your fundraiser? » How much money did you raise? » What in-kind donations did you receive? » What was successful about your fundraiser? » What challenges did you encounter? » What will you do differently in the future? » How will we thank our supporters?
	Thank your supporters			<p>Be specific. Include key information such as:</p> <ul style="list-style-type: none"> » How much money you raised » In-kind donations you received » How you will use the money and donations » How many people these resources will serve » Any other information to connect your supporters to your work <p>Use the example message on page 8 to facilitate this task</p>



Fundraising volunteer planner

Just as every supporter counts, so does every club member! Meet as a club and decide the roles and responsibilities of each member. For example, every Lion and Leo might be responsible for directly contacting five people about contributing to the fundraiser. Or, each member must solicit donations from five local businesses. Recognize or reward members who achieve the most donations or in-kind contributions.

Use the worksheet below to assign roles for volunteers at your fundraiser.

Position/role	Name	Contact information	Notes
Committee leader			Helps set goals, determine timelines and assign tasks
Financial leader			Helps set the budget, keeps track of costs, collects funds raised
Promotion leader			Directs social media campaigns, drafts template emails for members to personalize, contacts local media outlets
			Other positions could include: » Raffle/Auction lead » Volunteer coordinator » Food/Beverage lead » Entertainment lead » Donation manager You may also consider: » How many Lions and Leos will you need to support each of these positions? » Is this fundraiser too big for just one club? » Can you partner with another Lions club?



Club service story worksheet

A key part of any successful fundraiser is telling your club's service story. Stories help supporters connect with the cause you care about: they will be more likely to contribute if they are excited about your work!

Use the worksheet below to brainstorm specific service project success stories you can tell to show the value of Lions/Leos clubs and your past or future planned projects.

<p>What need did your club observe in the community?</p>	<p><i>Our club observed...</i></p>
<p>What service project did you implement or are you organizing to meet the community's need?</p>	<p><i>To address this need, our club...</i></p>
<p>If you're sharing a past service project, what was the impact of your project?</p>	<p><i>Our project served...</i></p>
<p>Do you have personal statements from people served by your club to share with supporters?</p>	<p><i>People who benefited from our project said...</i></p>
<p>How do you want supporters to contribute to your club's work?</p>	<p><i>You can help our club make an even bigger impact by...</i></p>



Fundraiser promotional checklist

The more people who know about your fundraiser, the more potential supporters you will have. Social media, phone calls and email are all good options, but don't forget to explore printed advertisements, radio spots, local television opportunities, etc.

Use the checklist below to track promotional efforts for your fundraiser.

Instagram, Facebook, Twitter, WhatsApp	
<input type="checkbox"/>	We promoted our fundraiser on all of our club's social media accounts.
<input type="checkbox"/>	All of our members promoted our fundraiser on their social media accounts.
<input type="checkbox"/>	We tagged our district's social media accounts in our post.
<input type="checkbox"/>	
Email message	
<input type="checkbox"/>	Each of our members sent personalized emails to at least ___ people, promoting our fundraiser.
<input type="checkbox"/>	We included at least one picture, video, or link sharing more about our club's service projects.
<input type="checkbox"/>	We emailed our district leadership and asked them to promote our fundraiser.
<input type="checkbox"/>	
Phone call/in-person meeting	
<input type="checkbox"/>	We contacted at least ___ organizations/businesses that could contribute resources to our fundraiser.
<input type="checkbox"/>	
Local news or radio	
<input type="checkbox"/>	We contacted at least ___ radio stations or local news outlets to share information about our fundraiser.
<input type="checkbox"/>	



Say thank you!

Show your appreciation to your supporters by following up with a phone call or written message. Thanking your supporters increases the likelihood that they will support future fundraising efforts!

See the example note for inspiration.

