



DEVELOPING A FUNDRAISER

Presented by

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IMPORTANT KEY POINTS

- **WHY:** A compelling reason to raise funds for your organization will attract donors.
- **WHAT:** To honor a person, to celebrate women's suffrage, mother's day, etc.
- **WHEN:** Depending on the size, an event should be planned with enough time to have all the elements in place.
- **WHERE:** Selection of a venue depends on the size of the event.
- **WHO:** Beginning with a leader, a well-selected planning team is key to the success of the event.

THE PROCESS

- Select a Chair(s)
- Select a committee
- Develop a budget
- Develop a Timeline
- Outline the Jobs
- Outline Tasks

THE PROCESS: SAMPLE BUDGET

Revenue	Sponsorships
	Ticket sales
	Other
Expenses	Venue
	Catering
	Invitations
	Centerpieces
Net Income	Revenue less Expenses

THE PROCESS: SAMPLE TIMELINE

TASK	RESPONSIBILITY OF	DUE DATE	COMPLETED
Site & Date Selection	Chair		
Draft a Nomination Form	Committee		
Distribute Nomination Form	Administration		
Planning Cte Meeting	Committee		
Announce the event	Publicity Person		
Planning Cte Meeting – select award recipient	Committee		
Send confirmation to award recipient, include mtg.	Chair		
Gather sponsorship list			
Gather invitation list			

THE PROCESS: SAMPLE TIMELINE, Cont.

TASK	RESPONSIBILITY OF	DUE DATE	COMPLETED
Draft Invitation	Committee		
Draft Sponsorship Form	Committee		
Planning Cte Meeting	Committee		
Print Invitation	Administration		
Mail Invitation	Administration		
Sponsorship Deadline			
Invitation Deadline			
Planning Cte Meeting	Committee		
EVENT			

THE PROCESS: JOBS

- Invitation design, printing & mailing
- Publicity
- Silent Auction Chair
- Volunteer coordinator

THE PROCESS: MAIN TASKS

- Gathering/assembling Silent Auction items
- Assembly of invitations
- Seating arrangements