



# ***\$UPERCHARGE YOUR MONEY-MAKING!***

**Fundraising ideas and success strategies**

**Region 16 Convention Education Class 04/05/19 – Sue Melvin**

# ***SUPERCARGE YOUR MONEY-MAKING!***



Fundraising  
is the  
gentle art of  
teaching  
the joy of  
giving.

-Hank Rosso



# TOPICS

- 1) **Success strategies** – Considerations before you begin
- 2) **Fundraiser ideas** – Sharing
- 3) **Make money singing** – Dollars from what we do best
- 4) **Sponsorships**
- 5) **Grants** – Not covered in class, but some info provided in PowerPoint.

**Disclaimer:** This workshop deals with *ideas*, not tax or legal issues.



# ***BEFORE YOU START***

- **Purpose** – What are you raising money for?
- **How much?** – Estimate the \$ you want to raise – Be realistic but challenge yourselves.
- **Profit Margin** – Find fundraisers that yield 40% net profit or more.
- **Who will buy?** – Find fundraisers that offer things people WANT and don't rely on members to pay.
- **The right people** – Get the right members involved & leverage unique skill-sets of people you know.
- **Read the fine print** – Cash outlay? Minimums? Other restrictions that may impact profitability?
- **Work effort** – Get a good handle on the resources & work effort involved before deciding.
- **Start early** – Rushing / lack of thoroughness will impact success and profitability.
- **Track progress** – Weekly status and Rah-Rah; publicly recognize high achievers; share successes.
- **Compare options** – Don't randomly decide on a fundraiser...Do the homework first.



# DO YOUR HOMEWORK FIRST

FUNDRAISER	PROFIT	DETAILS	LINK TO INFO
<b>Applebees Dining to Donate</b> 3360 W Henrietta Rd (585) 427-0370	10% of bill	<ul style="list-style-type: none"> <li>Applebee's will donate 10% of any check on your specific day (excluding tax, alcohol sales, and gift card sales) that is accompanied by a valid Dining to Donate flyer for your group/organization.</li> <li>Guests may dine in or <u>take out</u> food (not valid in all locations) for the fundraiser. <u>As long as</u> they have a flyer with them, their donation will be counted!</li> <li>Dining to Donates are hosted Mon-Thurs only. (Days may vary per location.)</li> <li>Only a valid Dining to Donate flyer will be counted for donation.</li> <li>Flyers must be distributed prior to the event night. You may <b>NOT</b> stand outside the restaurant and hand out flyers to customers entering the restaurant. If your organization distributes flyers during your event, no funds will be <u>donated</u> and your event will be canceled. The restaurant will not supply additional flyers for your Dining to Donate on the day your event is hosted.</li> </ul>	<a href="http://www.flapjackfunds.com/program/docs/10_2_Dining%20to%20Donate%20Guest%20Information%204.12.12.doc">http://www.flapjackfunds.com/program/docs/10_2_Dining%20to%20Donate%20Guest%20Information%204.12.12.doc</a>
<b>Applebees Flapjack Fundraiser</b> 3360 W Henrietta Rd (585) 427-0370	\$3/per ticket profit as long as 100 tickets are sold	<ul style="list-style-type: none"> <li>ONLY FOR SCHOOLS</li> <li>Sell \$10-\$12 tickets in advance</li> <li>Saturday or Sunday mornings 8-10:00 a.m.</li> <li>Pancakes, sausage, scrambled eggs and a beverage choice (coffee, juice, soda, tea.)</li> <li>We require a \$100 non refundable deposit to hold your set fundraiser date</li> <li>A minimum 100 tickets sold to host an event for your organization. (Minimum due to Applebee's day of event \$100)</li> <li><del>Applebees</del> gets \$7 per ticket</li> </ul>	<a href="http://www.flapjackfunds.com/program/docs/15_1_Flapjack-Organization-Overview%204.12.12.pdf">http://www.flapjackfunds.com/program/docs/15_1_Flapjack-Organization-Overview%204.12.12.pdf</a>
<b>Bill Grays</b>	15% of sales	<ul style="list-style-type: none"> <li>Monday, Tuesday or Wednesday from 4:30-8:30</li> </ul>	<a href="http://www.billgrays.com/index.cfm?Page=Fundraiser">http://www.billgrays.com/index.cfm?Page=Fundraiser</a>



# ***FUNDRAISER IDEAS***

- Pancake Breakfast / Breakfast with Santa
- Avon
- Trunk sale
- Golf Tournament
- Meat Raffle
- Coupon books (“Entertainment” or “Save-Around”)
- Gala with live auction

# ***FUNDRAISER IDEAS (CONT.)***

## **BREAK-OUT ACTIVITY**

**Share ideas**



# OTHER TYPES OF FUNDRAISING

- **Giving Tuesday 12/3/19**

- A 24-hour online Global Day of Giving fundraising marathon
- Used to strengthen community ties, raise funds for a common goal, and boost philanthropy—in the moment and for the future.
- Massively leverages Social Media
- Makes many great tools available for our use
- Nothing to lose!

- **Crowdfunding**

- Funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.
- Musicians, filmmakers, and artists have successfully raised funds and fostered awareness through crowdfunding.

- **Bingo** – Get on the waiting list



# ***MAKE MONEY SINGING***

Stop waiting for the phone to ring



GO GET THE GIGS!



# ***MAKE MONEY SINGING***



# MAKE MONEY SINGING

- **Benefits:**

- Make money doing what we love to do and do best
- Community exposure for the chorus or quartet
- Gain experience and confidence by performing more frequently
- Incentive to keep our repertoire fresh

- **Performance *Sales* Coordinator:**

- Establish someone whose job is to solicit performances
- Strives for booking rehearsal night gigs (best turn-out)
- Works with Director & Pres. to book dates best for the chorus' musical and administrative calendar

- **Potential Customers:**

- Large senior Independent Living and Assisted Living facilities – Because they have activity budgets!
- Fraternal organizations (Masons, Kiwanis, Lions, Elks, Moose, Knights of Columbus)
- Women's organizations! – Exposure to potential members while at the same time making money!
- Winter town holiday festivals – They love street carolers!

# MAKE MONEY SINGING

- **How to approach** - Have I got a deal for you!
  - Jam-packed performance of 4-part harmony entertainment
  - Costumed ensemble
  - Audience participation
  - Quartet(s)
  - No sound system or instruments required!
  - Musical variety offering something for everyone
  - If booking a Monday evening, we'll give you a discount.
- **Road Show:**
  - Sing out every rehearsal night in December and June for example.
  - From a musical perspective, only requires rehearsing one (1) set
  - Performance (singing and timing) gets better and better each week
- **Other:**
  - Singing Valentines
  - Singing Telegrams year-round





# ***SPONSORSHIPS***



## **What is it?**

- ...when a benefactor supports an event, activity, person, or organization financially or through the provision of products or services.
- ...is a 2-way street between the chorus and a business. The chorus gets help with the expenses of the event; and the company gets exposure, low-cost marketing, and goodwill.



# SPONSORSHIPS

## TYPES of Sponsors:

- Financial
- In-Kind
- Media / Promotional

## What motivates them to donate:

- Brand awareness
- Increase sales
- Social responsibility
- They feel a connection to the organization
- Their peers are giving
- Someone asks them to
- To make a difference
- To share their good fortune
- For recognition
- To ensure their ability to fulfill mission in the future
- For tax reasons
- To ensure their pet project finds a home

## Why people do NOT donate:

- Solicitation is infrequent or poorly communicated
- They don't see how their gift would make a difference
- They never feel wanted or needed
- They receive no direct, personalized appeal
- They gave an unacknowledged gift in the past
- They were not asked to give
- The timing wasn't right
- The organization's mission was not compelling

Donors don't give  
to institutions.  
They invest in  
ideas and people  
in whom they  
believe.

# SPONSORSHIPS

## **WHAT are you asking them to sponsor?**

- Be clear and specific about your activity or event & what the chorus' goals are for it.
- Start with developing an event budget. (Venue, advertising, A/V, guest entertainment, food, giveaways, printing, admission, etc.)

## **AUDIENCE?**

1. *Identify your audience* - The business wants to know if you'll reach people who are their potential customers. Think through the audiences you'll reach; e.g. families, children, retirees, seniors, etc.
2. *What do they have in common with us and our audience?*



# ***SPONSORSHIPS***

## **WHO to approach:**

- It's not just about big corporations. To start, think smaller, closer, and about 'Mom-and-Pop' businesses.
- Start with the people you know well:
  - Business owners or influential position
  - Ask chorus members who they know
  - Who do we do business with regularly?
- Work the neighborhood - Think of concentric circles of influence in your area where you have physical proximity to businesses.

# SPONSORSHIPS

## Do your homework first

- Do your due diligence and gather information before contacting them.
  - Company website: Review to get information about products, services, customers, etc.
  - Google: A quick search here will let you know what the company is currently up to and shed light on any challenges they're trying to solve.
  - LinkedIn: Look up your contact's profile to confirm whether they're the right person.
- Research says that organizations and individuals with giving history are more likely to give to other organizations. And those with *arts*-giving history are more likely to give to other arts organizations.
  - Look in the local theater league program, philharmonic concert program, etc.
  - Carts and musical organization annual statements to see who gives to them.
- After a little research, you'll be better prepared to open the conversation

# SPONSORSHIPS

## HOW to approach:

- Approaching people you know in person is best. It's about building a relationship with the Donor.
- Mail or email letters?

Phone calls

### SPONSORSHIPS

people you know in person is best. It's about building a relationship with the Donor.



the chorus and the event  
community aspect of the chorus  
Benefits - Sponsorship opportunities should be presented as a win-win relationship.  
it:  
ent by email with thanks  
event with a few free tickets  
notes afterwards with attendance info, success story, program, photos, etc.  
so they do it again!

down first

Describe the chorus and the event

Size the community aspect of the chorus

the benefits - Sponsorship opportunities should be presented as a win-win relationship.



## Once they've agreed:

- Confirm agreement by email with thanks
- Send invitation to event with a few free tickets
- Send 'Thank You' notes afterwards with attendance info, success story, program, photos, etc.
- Make a BIG deal so they do it again!



# GRANTS

## Assign a motivated person(s) to pursue

- Training – Attend a local grant workshop given by people experienced in applying for, and awarding, grants. Many communities have free workshops or for a nominal fee.
- Network – Ask for help from someone who's had prior experience getting grants for a musical group.

## Research what grants are available:

- Local Arts Council (example, Toronto Arts Council)
- Ontario province - <http://www.arts.on.ca/grants>
- Canada-wide:
  - [Canada.grantwatch.com](http://Canada.grantwatch.com) (filter search by "Arts")
  - <https://singcanadaharmony.ca/scholarships/> - Vocal music scholarships
  - <https://canadacouncil.ca/funding/grants> - Canada Council for the Arts
  - Imagine Canada exists to work alongside charitable sector organizations — and often in partnership with the private sector, governments and individuals in the community to offer programs and provide resources that help strengthen charities and their operations, so they can, in turn, support the communities they serve. <http://sectorsource.ca/managing-organization/fundraising/grantseeking-fundamentals>
- American choruses (Image City and Acapella North): Email me privately for U.S. info.



**Employee matching grants:** <https://doublethedonation.com/tips/blog/2013/06/canada-matching-gift-companies/>

**Sweet Adelines grants:** <https://sweetadelines.com/resources/grants-scholarships-fundraising>

## ***FOLLOW-UP***

- Presentation will be available on Region 16 website
- Contact Sue Melvin for more information on where to locate resources:

➤ [susiesings4u@yahoo.com](mailto:susiesings4u@yahoo.com)

➤ (585) 259-3094

➤ Facebook: *Sue Read Melvin*

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