

# FUNDRAISING: PANDEMIC \$TYLE

ELEVATE TO A NEW WAY OF GIVING

PRESENTED BY: CINDY HEWETT, GFWC-NC TREASURER



# ADVICE FROM THE PRO\$...

- Don't Stop Fundraising!
  - Our communities need us now more than ever before.
- Communicate with previous donors.
  - Don't be afraid to ask! Make a case for your relevance and communicate.
- Be flexible and adaptable.
  - Adjust where necessary!
- Have realistic expectations.
  - Revenue may decline- but hopefully, this is temporary- and we will rebound!
  - Breathe! Set small objectives. Be easy on yourself and only bite off what you can chew.



# GO VIRTUAL...IT'S \$ SIMPLE, YET POWERFUL!

- Social Media - It's just a click away!

- Facebook Live / Marketplace
- YouTube
- Instagram
- Twitter

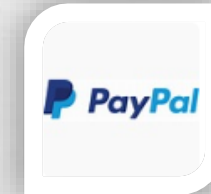
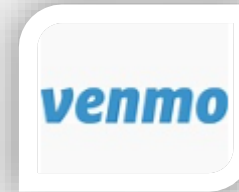


- Don't have a computer?

- Use a smartphone/ tablet and download the apps!

- Utilize on-line tools and payment options.

- Google Suite- Forms, Docs, Sheets and Slides
- PayPal, Venmo ...
- Partner with Virtual Fundraising Professionals
  - OneCause, NetworkForGood, BiddingForGood, MobileCause
  - SignUp, MightyCause, VolunteerHub, InsideCharity, CauseVox



# DO WE HAVE OPTION\$? (OH, YES\$!)

## ON-LINE \$ILENT AUCTIONS\$

### 32 AUCTIONS:

[HTTPS://WWW.32AUCTIONS.COM/PAGES/PRICING.HTML](https://www.32AUCTIONS.COM/PAGES/PRICING.HTML)

### GOOGLE FORMS:

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=QMOKXVJNDVO](https://www.youtube.com/watch?v=QMOKXVJNDVO)

### "BETTER THAN FREE"...HMMM?

[HTTPS://WWW.WINNINGCAUSE.ORG/](https://www.winningcause.org/)

## PEER-2-PEER FUNDRAISING

RELIES ON PEERS REACHING OUT TO EACH OTHER ON BEHALF OF A CAUSE

BUILDS UPON EXISTING RELATIONSHIPS

MULTIPLIES THE IMPACT OF LIMITED RESOURCES

GROWS AWARENESS ORGANICALLY

EFFECTIVE MARKETING: WORD OF MOUTH (OR SOCIAL MEDIA)

KNOW YOUR AUDIENCE - CONNECT YOUR CHALLENGE TO THE CAUSE

EXAMPLES: #GIVINGTUESDAY;

DIY FUNDRAISING (BIRTHDAYS, ANNIVERSARIES, GRADUATIONS);

P2P EVENTS (OR TEAM FUNDRAISING): RUNS, WALK-A-THONS, BOWL-A-THONS, READ-A-THONS, MARATHONS





# INFINITE POSSIBILITIES!

## KEEP THE FUN IN FUNDRAISING

"BUY YOUR SPOT"

ONLINE SALES

VIRTUAL PET PHOTO CONTEST

CASH RAFFLES/ REVERSE RAFFLES

FUNDS2ORGS- SHOES

HOST A READ-A-THON

SOLICIT FROM DONORS

GRANTS/ LOCAL GOV'T SUPPORT

## DIGITAL DOLLARS

VIRTUAL SPORTS EVENTS: TENNIS / GOLF

VIRTUAL GALA / PAJAMA BALL

VIRTUAL HAPPY HOUR/ WINE TASTING

VIRTUAL WALK / RUN

VIRTUAL LIVE STREAMED CONCERT

VIRTUAL THEATRE PERFORMANCES

VIRTUAL SCAVENGER HUNT

VIRTUAL TOURS MUSEUMS/ ZOOS /AQUARIUMS

## PRACTICALLY, NO FUNDS NEEDED

LAWN CARE FOR THE ELDERLY

PROVIDE INTERNET CONNECTIVITY FOR  
REMOTE LEARNING

FOOD DRIVE FOR FOOD BANKS

BUY A MASK, GIVE A MASK

DEVICE DRIVE

EMOTIONAL SUPPORT

VIRTUAL GUIDED TUTORING



# WHAT ARE OTHER CLUB\$ DOING?

## OUTER BANK\$ WC

### 2020 SUMMER SIZZLE RAFFLE

UTILIZING SOCIAL MEDIA

TICKETS \$20 W/ 6 CHANCES TO WIN

SELLING 300 TICKETS

5 WEEKLY \$100 DRAWINGS

GRAND PRIZE DRAWING \$500

NET = \$5,000



## WC OF MOUNT AIRY

### SOCIAL DISTANCING GFWC STYLE

EMBROIDERED GFWC MASKS

RED OR BLUE W/ WHITE EMBLEM

\$5.00 EACH

PROCEEDS SUPPORT LOCAL  
PROJECTS



# JULEPS 'N JAZZ TO ... BOURBON, BASKETS & BUCKS



**HOW IT WAS** ...6 YEARS RUNNING-  
KENTUCKY DERBY STYLE FUND"RACER"

SPONSORS, TICKETS SALES, SIGNATURE  
FOOD, BOURBON BAR, WINE/BEER, JAZZY  
JULEPS AND A JAZZ TRIO ENSEMBLE

SILENT AUCTION, DERBY RAFFLE, HAT  
CONTESTS, PHOTO BOOTH

DERBY ATTIRE AND LIVE STREAMING OF  
THE KENTUCKY DERBY!

**HOW IT IS** ...1<sup>ST</sup> TIME EVER! FACEBOOK LIVE

300 TICKETS FOR SALE @ \$50 EACH

"JULEPS & JAZZ" REVERSE RAFFLE  
FUND"RACER"

(24) BASKETS TO BE AWARDED VALUE \$50+

CASH PRIZES TO BE AWARDED \$1,150

GRAND PRIZE(1 BOTTLE) 2019 VAN WINKLE  
SPECIAL RESERVE 12 YEAR OLD BOURBON



# RUMMAGE \$ALE TO ... NO RUMMAGE, RUMMAGE \$ALE



**HOW IT WAS...** HOSTED THIS 2 DAY EVENT IN AUGUST FOR SEVERAL YEARS IN THEIR CLUBHOUSE

MEMBERS DONATED ITEMS/ KEPT IN STORAGE UNTIL EVENT

MEMBERS EMPTIED CLUBHOUSE OF FURNISHINGS & STAGED FOR RUMMAGE SALE

COMMITTEE MEMBERS SORTED, TAGGED, PRICED, AND ARRANGED ITEMS FOR SALE

MEMBERS WORKED THE EVENT- RESTOCKED ITEMS AS NEEDED

MEMBERS RETURNED FURNISHINGS TO CLUBHOUSE AT CLOSE OF EVENT. SETUP AS REQUIRED

REMAINING ITEMS DONATED TO LOCAL CHARITIES

**HOW IT IS ...**FACEBOOK MARKETPLACE

WILL HOST AS LONG AS NEEDED (NO STOP DATE) AND MAY USE OTHER ONLINE SOURCES (EBAY)

FLEXIBLE FUNDRAISING! IF IT DOESN'T WORK- WILL ADJUST AND MOVE ON!

MEMBERS DONATE ITEMS- COMMITTEE PRICES ITEMS, COMMITTEE POSTS ONLINE FOR SALE AT "SET" PRICE (NO BIDDING, JUST BUYING!)

ITEMS STORED AT CLUBHOUSE

MEMBERS WORK BUYER PICKUP DAYS- CASH ONLY SALES FURNITURE PICKED UP FROM MEMBERS HOMED

REMAINING ITEMS WILL BE DONATED TO LOCAL CHARITIES





# WHAT ARE GFWC AND GFWC-NC DOING? .....VIRTUALLY ANYTHING!

## GFWC

CAPITAL CAMPAIGN  
RUN FOR THE ROSES  
1734 SOCIETY  
SHOW AND SELL  
MARKETPLACE



## GFWC-NC

T-SHIRTS  
MASKS  
ON-LINE RAFFLE  
HEADBANDS OF HOPE  
MATERIALS FOR SALE  
1902/LEGACY/CCWC/CANDIDACY  
WOMAN OF THE DECADE



# WOMAN OF THE DECADE



- THE 2020-2022 GFWC-NC THEME IS “SHE ELEVATES THE WORLD” AND OUR FUNDRAISING COMMITTEE IS EMBRACING THIS OPPORTUNITY AS WE CELEBRATE “DISTRICTS THROUGH THE DECADES”.
- AT THE 2021 GFWC-NC CONVENTION IN APRIL, WE WILL CONTINUE OUR CELEBRATION AS WE ANNOUNCE WHICH DISTRICT CASTS THE MOST “VOTES FOR WOMEN”!
- SELECT A WOMAN, (FROM YOUR DISTRICT’S DECADE), WHO HELPED ELEVATE THE WORLD! WHICH WOMAN PAVED THE WAY FOR OTHER WOMEN? THINK “ICON”. THINK “EMPOWERED”. THINK “WHO WAS THE FIRST WOMAN (FILL IN THE BLANK)”.



# WOMAN OF THE DECADE



HOW WILL WE KNOW WHO CAST THE MOST "VOTES FOR WOMEN"? HERE ARE THE SPECIFICS:

1. EACH DISTRICT WILL SELECT A MEMBER AS ITS REPRESENTATIVE.
2. EACH DISTRICT WILL CHOOSE THEIR "WOMAN OF THE DECADE" (FROM THEIR DISTRICT'S DECADE) AND TRANSFORM THEIR REPRESENTATIVE INTO THAT PERSON!
3. VOTES ARE THE **DOLLARS** COLLECTED! \$1.00 = 1 VOTE.
4. THERE WILL BE SEVERAL OPPORTUNITIES TO VOTE! VOTE AS OFTEN AS YOU WOULD LIKE! ☺

CAST YOUR VOTES DIRECTLY WITH YOUR DISTRICT REPRESENTATIVE.

CAST YOUR VOTES ONLINE VIA PAY PAL (A "10 VOTE = \$10 MINIMUM" APPLIES HERE).

MAIL YOUR VOTES - AKA "*CHECKS*"- (*INCLUDE DISTRICT # ON MEMO LINE*) TO GFWC-NC HQTRS.

CAST YOUR VOTES AT THE 2021 GFWC-NC CONVENTION.

5. EACH DISTRICT'S "WOMAN OF THE DECADE" MAY DRESS IN CHARACTER AT CLUB MEETINGS AND DISTRICT MEETINGS TO COLLECT VOTES.
6. EACH DISTRICT'S "WOMAN OF THE DECADE" MUST DRESS IN CHARACTER AT THE 2021 GFWC-NC CONVENTION.
7. THE DISTRICT THAT RAISES THE MOST MONEY WILL BE DECLARED OUR WINNER, EARN BRAGGING RIGHTS, AND RECEIVE THE COVETED CRYSTAL AWARD. UNIQUE TO THIS ADMINISTRATION, THE CRYSTAL IS NAMED IN HONOR OF OUR OWN TRENDSETTING LEADER, GFWC-NC PRESIDENT, CRYSTAL O'NEAL.



# WOMAN OF THE DECADE



Join in on this exciting opportunity and help determine who will be our GFWC-NC (District) *“Woman of the Decade”*!

District 1: 1940's	District 2: 1960's	District 3: 1950's
District 4: 1920's	District 5: 1970's	District 6: 1980's
District 7: 1910's	District 8: 1990's	District 9: 1930's





# REMEMBER THE DATE...



**February 1<sup>st</sup>**

Submit to Karen Throckmorton  
Club CP&S forms for all Club statistics  
...including Fundraising

**2020-2022 GFWC-NC Club Participation and Statistical Report (CP&S)**

Club Name: \_\_\_\_\_ District: \_\_\_\_\_

Club President: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**SECTION 1 – GFWC Special Programs, Community Service Programs, and Advancement Plans & GFWC-NC Statewide Initiatives**

GFWC Special and Community Service Programs		Number of Projects	Volunteer Hours	Dollars Donated	In-Kind Donations
GFWC Signature Program	Domestic and Sexual Violence Awareness and Prevention				
GFWC Juniors' Special Program	Advocates for Children				
<b>GFWC Community Service Programs</b>					
Arts and Culture					
Civic Engagement and Outreach					
Education and Libraries					
Environment					
Health and Wellness					
<b>GFWC Advancement Plans</b>					
Communications and Public Relations					
Leadership					
Legislation/Public Policy					
Membership					
Fundraising and Development					
Women's History and Resource Center (WRHC)					
		Volunteer Hours		Books read	
Epsilon Sigma Omicron (ESO)					



# REPORTING FUNDRAISING PROJECTS



## Things to Consider...



- GFWC-NC 2020-2022 President's Special fundraising Projects
- Corporate Champions for Women & Children (CCWC)
- Encouraging tax-deductible contributions to the GFWC-NC LEGACY, 1902 and CANDIDACY funds
- Activities to raise funds for GFWC, GFWC-NC Special Designation Funds and Scholarships
- Fundraising for local community projects and local community needs
- Activities to raise funds for Clubs and Districts



# FUNDRAISING AWARD ENTRY



**February 1st** to Cindy Hewett – Fundraising Award Entry forms (GFWC-NC Admin Book: page 18 – section 8)

 General Federation of Women's Clubs of North Carolina  
2020-2022 GFWC-NC Fundraising Award Entry 

Cindy Hewett, Chairman  
1304 Hewett Farms Rd.  
Shallotte, NC 28470 910-209-1847  
[chewett@atmc.net](mailto:chewett@atmc.net)

**DEADLINE: MIDNIGHT, FEBRUARY 1<sup>ST</sup>**  
Postmarked or Emailed copy of this Entry Form and  
your Narratives to the Chairman

Club Name		General/Junior	
Address/City		Total # Club Members	District
Club President's Name	Phone #	Email Address	

Up to 5 Projects	# Programs & Projects	Volunteer Hours	Dollars Raised	In-Kind Donations	# Members Participating	Affiliate Organization
TOTALS						

Choose one of your **five** entries to be judged for the Club Creativity Award.

**MOST CREATIVE:** \_\_\_\_\_

## Award Entry Instructions:

Awarded to the General or Junior Club reporting the best overall work in Fundraising.

- List up to **FIVE (5)** projects.
- Choose **ONE** project for the Club Creativity Award. One winner will be chosen to represent GFWC-NC.
- Include any facts which you consider vital to the reader's understanding of your project.
- Include information that tells the story and answers the questions: Who? What? Where? Why? How?
- Include statistics and information about the community **impact** of your projects.
- List community organizations, businesses, other GFWC clubs, and GFWC Affiliate Organizations involved.
- **=** members participating in each project should not exceed the total **=** club members.
- Keep one copy of this report for your club's files.
- Project Narratives should be 300-500 words (500 word maximum)
- Narratives are limited to three (3) **additional** pages, single-spaced, no less than 10pt type.
- Fundraising activities for the President's Special Project: She Elevates the World, Corporate Champions for Women and Children, Projects in your own backyard, or Projects benefitting state, national and international programs are eligible for submission for this award

- ▶ One Outstanding Club Award for a General or Junior Club reporting the best overall work in Fundraising
- ▶ One Club Creativity Award amongst all entries submitted.



# LET'S HEAR FROM YOU...

## FUNDRAISING IN OUR LOCAL COMMUNITIES!

THANK YOU!

