

# Fundraising

Re-thinking How Clubs Generate Revenue

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# Fundraising

- Relationships. Make sure you are capturing your prospects and leads.
- Communicate the value.
- Thank them! (Pat everyone on the back and give high fives)

# Ideas

- Promotional products
- Discounts - givebacks from vendors
- Silent auctions (must be promoted, Fender)
- Media Auction
- Online, go fund me..... Become socialize
- Non-profit advertising buys (media dollar increases)

# Ideas

- Get foot Traffic for events, "beach bash"
- Ethics training, \$50/50
- Goofy, Rotary fines for success,
- Partner with other nonprofits
- Partner with agency's "brands and beers" (cause marketing)
- Sporting Events, kick ball, dodge ball, broom ball

# Giving Event

- Give BIG Riverside
- Marketing education
- 90 Non-profits
- \$218,000 raised on one day
- Underwriting partner gets small cut