



Wikipedia explains fundraising as the following: “**Fundraising** or **fund raising** (also **development**) is the process of soliciting and gathering contributions as **money** or other **resources**, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies (see also **crowd funding**). Although fundraising typically refers to efforts to gather money for non-profit organizations, it is sometimes used to refer to the identification and solicitation of investors or other sources of capital for for-profit enterprises. Traditionally, fundraising consisted mostly of asking for donations on the street or at people’s doors, and this is experiencing very strong growth in the form of **face-to-face fundraising**, but new forms of fundraising such as online fundraising have emerged in recent years, though these are often based on older methods such as **grassroots fundraising**.”

Along with planning your programs and projects for the upcoming year, clubs need to plan for their financial support. GFWC has provided us with a 16 page “GFWC Fundraising Advancement Guide” ([www. GFWC.org](http://www.GFWC.org)). Having trouble with fundraising??? Now may be the time to conduct a SWOT Analysis (**S**trength, **W**eakness, **O**pportunities and **T**hreats). This easy to use tool can help your club recognize, manage, and get on track **with a realistic view of available resources**. Walking through these steps will build your club’s foundation for successful fundraising.

When hosting a fundraising event remember to thank your donors. One idea, during the event have participants create “Thank You Cards” or fill out “Thank You Notes”. Enclose some of these notes with your club’s formal letter that is distributed to the donor after the event. This letter provides statistical information about the community that your club served and provides accountability to donors about where their money goes and to show how the needs for these services continue. Be brief and to the point in your education to your donors. The use of quotes from workers and participants will help you reinforce the success of your project or program.

Remember that GFWC has three endorsed fundraisers:

Uncle Al’s Pecans (www.UncleAl’sPecans)
Grounds for Change (www.GroundsForChange.com)
It Takes Two (www.ItTakesTwo.com)

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