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“Fun” raising

GFWC Fundraising Committee Newsletter

Concepts for successful Fundraising outcomes:
A Guide for GFWC Clubs

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Person-to-person fundraising - is when an individual or a small group of supporters raises money for a cause by directly asking friends, family, coworkers, or the community to contribute. It’s a personal, relationship-driven approach that can be highly effective because people are more likely to give to someone they know and trust.
This concept turns your existing supporters into a fundraising team, each one bringing in additional supporters from their own circle.
Pick one outcome that donations will make possible. Start planning your fundraising season around that outcome, not treating each fundraiser independently.

- **Choosing The Right Fall Fundraising Idea(s)**

If reading the above list makes you want to do all of the events, you need to take a step away. Pick an event-based idea, a person-to-person campaign, or a year-end pledge. Start planning with lead time to do it well, and remember that the relationships you build between now and the end of the year will be the foundation for everything that comes in the future.

- **Chili cook-off**

Invite members, restaurants, and civic groups to compete. Sell tasting wristbands and let attendees vote by placing paid tokens in contestants' jars.
Add a dessert table, raffle baskets, or local-business sponsorships to increase revenue

- **Community art and craft show**

Invite local artists, makers, and students to display autumn-themed work. Raise money through admission, booth fees, donated artwork, or a percentage of sales. Student participation can also bring more families into the event.

- **Fall festival**

Build the event around several small revenue streams: admission, craft vendors, food stalls, carnival games, hayrides, pumpkin decorating, and a silent auction. A festival can engage families and local businesses at the same time.

- **Fall Recipe Contest**

Many people are already cooking in the fall. A fall recipe contest taps into something people are genuinely excited about and gives you great content in the process. Charge a fee for participants to submit their recipes, and invite your community to vote for a small donation. You can collect submissions online, or make it in-person with a tasting event where attendees pay to sample and vote. It's the kind of fundraiser that feels fun rather than obligatory. Share the winning recipes in a post event email to keep the momentum going and give supporters something to actually use. Also, you gain a list of potential new members.

- **Outdoor movie night**

Using a park, schoolyard, or community center location. Charge admission, and sell cotton candy, popcorn, cider, cocoa, and candy to boost revenue. Include sponsor advertisements or a brief presentation about the organization before the movie. Public screenings generally require appropriate licensing, so confirm performance rights before planning the movie event. An outdoor movie night in early fall, before it gets too cold, is the kind of event people genuinely look forward to.
If outdoor isn't an option, a rented community space works, use the cozy factor with blankets, string lights, and warm drinks.

- **Pumpkin-carving contest**

Charge a contestant fee, sell pumpkins
Create separate age categories.
Attendees can vote for winners such as "Most Creative," "Funniest," and "Best Community Theme."

- **Rake-a-thon**

Volunteers rake leaves for older adults, people with disabilities, or participating households in exchange for donations.
Offer a suggested fee, accept larger gifts, and invite local companies to sponsor volunteer teams. This combines fundraising with a visible community service project.

- **Scarecrow trail**

Businesses, families, and community groups pay to build and display scarecrows around town.
Publish a walking map and let visitors donate to vote.
The trail can run for several weeks, giving sponsors sustained visibility.

- **Fall walk, run, bike ride or Turkey Trot**

Charge a registration fee and encourage participants to collect donations through personal fundraising. Offer family and competitive routes, and recruit businesses to sponsor water stations, shirts, and prizes.
This type of event has a proven fundraising track record because they combine person-to-person fundraising with an activity people were going to engage in anyway.
A 5K in October or a turkey trot in November gives your supporters a reason to rally their friends and family.
Give yourself at least two to three months of lead time. You'll need to secure a route, pull any necessary permits, line up volunteers, and get T-shirts ordered.
Set up a campaign in such a way so each participant can share their page with their own group and raise donations leading up to race day.
A virtual option where participants complete the distance on their own is worth offering too, as it opens the event up to others who can't be there in person.

- **Year-End Pledge "Harvest Your Impact"**

Fall is the perfect time to engage in a pledge campaign, especially as supporters think about their year-end giving plan. Pledges let supporters commit to a larger gift paid out over several months, which makes it easier for them to give generously while giving your organization more predictable revenue heading into the new year. Frame it around impact: What will these pledges make possible? Give supporters a clear, specific answer. Promote it through email, social media, and any fall events you're already running. Supporters who pledge tend to stay more engaged over time, which makes this one of the higher-value campaigns you can run during the fall season.

Successful Fundraising Concepts

- Custom Merchandise
- Event-based ideas
- Online Fundraising Campaigns
- Person-to-Person Campaign
- Signature Events
- Year-end pledge

Reporting Results and Applauding Your Success

- Maintain records with total amount raised, donor retention rate, new supporters acquired, and cost per dollar raised. Visualize data clearly with charts and graphs. Provide financial transparency with an overview of revenue and expenditures. Recognize volunteers and supporters.

Impact

- After each fundraising event, hold a committee meeting to discuss what went well, what could be improved, and any new ideas. Review surveys taken by participants and use results in planning other events.

Nurturing Excitement as well as Charitable Giving

- Fundraising is serious business, but it is necessary to find enjoyment in performing the tasks.

GFWC FUNDRAISING COMMITTEE

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