



Fundraising for the 50th Anniversary

Description:

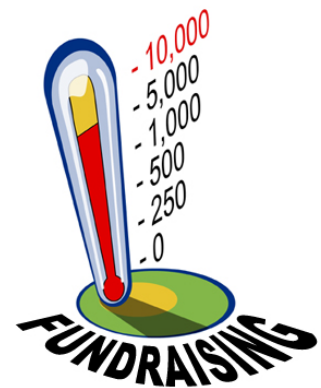
Fundraising serves the purpose of securing funds for an organization's programs and operations.

Audience:

The audience is anyone who cares about your member group.

Goals:

You should have a clear and concise 50th Anniversary dollar and program goal. Your fundraising message should celebrate the past while encouraging giving for future projects.



Before

SIXTEEN MONTHS

- Meet with your board/leadership to decide whether you want to run a 50th Anniversary mini-campaign.
- Discuss a project or idea for the money.
- Write up/build the case for your fundraising - Why should someone give to this project now?
- Create supporting materials (can be web based or something you mail)
- Get the Board and key volunteers involved with the effort
- Have each board member/volunteer make their gift.
- Have them identify key donors for your effort.
- Have them make a commitment to attend all fundraising events.
- Decide when, where, and how to tell your larger audience you started a fundraising effort and the dollar goal.
- Create a fundraising plan to give people opportunities to give (a holiday call a-thon, a special dues notice, a special e-mail appeal, events, sponsorships, a 50th anniversary commemorative item)

ONE YEAR

- Fundraising within the larger group should be 100% in full swing.
- Have a kick-off event announcing the goal and year's activities.

SIX MONTHS

- Continue plan
- If you have a commemorative item for sale start sending out notices that the item is only available for a limited time.
- Send update of campaign progress to board, key volunteers and anyone who already

donated to you.

THREE MONTHS

- Send out communication to all donors who have not yet given to your campaign asking them to be a part of this historical moment.
- Send update of campaign progress to board, key volunteers and anyone who already donated to you.

ONE MONTH

- Prepare to close out campaign by getting donor list prepared so that you can highlight them on your website and newsletter. And to also send out thank you cards.
- Send update of campaign progress to board, key volunteers and anyone who already donated to you.
- Decide whether you will include a campaign update in your September 2011 events. If so begin preparations for making that announcement.

Why People Give	What Donors Want	How you can give donors what they want
<ol style="list-style-type: none"> 1. Believe in your cause 2. Take pride in what you do 3. Like members of organization 4. Have a history of engagement with organization 5. Want to leverage influence 6. Have an interest in the topic 7. Want to give back 8. Believe organization is stable financially 	<ol style="list-style-type: none"> 1. Recognition 2. Access to leaders 3. Access to membership 4. To feel good about giving back 	<ol style="list-style-type: none"> 1. Insider information (Member Group President reports, Peace Corps latest breaking news) 2. Reports on program 3. Reasons for the program 4. Fundraising progress reports 5. Events so that they have access to leadership members

During

- Announce campaign standings. It does not matter if you did not meet the goal. During the anniversary celebrations people will feel very sentimental. They may donate

enough for you to meet goal. If you made goal celebrate this with the anniversary attendees.

After

- Send out communication to all donors who have given to your campaign thanking them, telling them the final outcome and a little bit about what program they are supporting.
- Send update of campaign progress to board and key volunteers letting them know how you plan to update people who have given to your effort.
- Find ways to publicly thank anyone who supported you.



