

FUND RAISING 101

The purpose of this resource packet is to provide you with some basic fund-raising information and resources, and some ideas that you might consider using to raise funds for your ministry.

There is one message that I would like you to take away from reading this resource - **fund raising is personal**. It is the art of making friends for your ministry – friends who will support your work with financial gifts, in-kind gifts, volunteer time, and to help spread a good word about your ministry. Professional fund raisers say that fund raising is friend raising.

There are lots of fund-raising consultants, resources, and ideas on the web. There are also numerous funding sources such as foundations, corporations, businesses, service clubs, and religious organizations. Fund raising takes a lot of work and time. Some churches and organizations may decide to hire a grant writer or fund-raising consultant to do this work. This approach may achieve some short-term gain, but it does not develop your organization's long-term capacity to raise funds. You may get a one-time big grant for your mission. Getting a big grant would be nice but for your long-term fundraising success, it is essential that you develop a broad base of individual donors since most charitable gifts in the United States come from individuals.

Fund raising is labor intensive and on-going! There are no short-cuts. When you do it well, you insure that that your organization's mission will have a greater chance of financial sustainability and success.

We hope that the resources and ideas presented in this packet will be helpful to your fund-raising effort. If you have fund-raising ideas or projects that you use, please share them with us. If you have any questions or feedback about the information in this packet, please contact Phil Tom at icccpt@sbcglobal.net.

Roberta Smith, Vice-President, Financial Development Committee

Phil Tom, Executive Director

April 2019

Developing and Implementing Your Fund-Raising Plan

Your staff, board members, leaders, and members of your fund-raising committee must be involved with the development and implementation of your fundraising goals

Checklist: Fundamental Considerations

- Have you clearly stated the vision for your ministry? Have you written a fundraising plan with your goals, objectives and timelines for each year?
- Have you developed materials explaining your ministry? Have you developed your one-minute elevator speech?
- Have you identified your fund-raising universe, e.g., individuals, businesses, foundations, service clubs, etc.?
- Have you assigned members of your board/committee/congregation to make personal calls to your prospective donors?
- Have you developed a plan and database to continue to monitor your fundraising calls?
- Send thank you letters and make phone calls to thank your donors.
- Keep your congregation up-to-date about your success.
- Have a celebration when you reach your fundraising goal!

Most people give to people, not to an organization. People donate because they trust you, they believe in your ministry, and they want to support you. They believe in your organization's mission because they trust you. This means that you should be as personable in all your correspondence with potential donors – in your letters, newsletters, social media, and other fund-raising materials.

You should first try to solicit support by a personal visit because people give to people. If that is not possible, then solicit support by phone. Only after you have tried to solicit support by a personal visit or phone call should you request support by a personal letter.

It is also important that you explain to your donors what you do and what you need. You should be clear about the vision for your mission, who you are serving, what your program goals are, and how much financial and human resources you need to achieve your goals. Saying "I want to help children" is not a substantive mission goal. Saying "I want to develop a five-day a week after-school program for children ages 7-12 years of age at x-site" makes it clear to the donor what you want to accomplish. You need to set a goal of how much you need to raise financially. In making the financial ask of a prospective donor, you should be specific with the amount you are requesting. When you make an open dollar request to your prospective donor, and he/she gives you \$5 when you were hoping for a \$100, your donor is faithfully responding to your request!

Fundraising is hard work. It is labor intensive. There will be some disappointments amid your successes. Make sure to incorporate some fun with your fundraising team. Celebrate each

contribution! It is essential that your fundraising team stay focused on its fundraising goal and plan, and keep your larger mission in mind!

Resources

Christian Funding Directory is an online database of foundations and funding sources for Christian ministries and nonprofit organizations. <https://www.npfunds.com/christian-funding-directory/>

The Foundation Directory Online is a research tool to help nonprofits find the grant makers most likely to fund their projects. <https://fconline.foundationcenter.org/>

Check with your local library or United Way for resources about foundation grants. Research if there are community or family foundations in your area.

Talk with a local college or hospital fundraiser about grant resources in your community.

Talk with your local community foundation about its grant program and other grant opportunities in your community.

Do an online search for national denominations such as Episcopal, Lutheran, Methodist and Presbyterians that provide grants for specific community ministries, e.g., hunger, health, community development.

Subscribe to The Chronicle of Philanthropy which provides a searchable database of grants from private foundation, federal and state funding agencies and other resources. <https://www.philanthropy.com/>

The Accidental Fundraiser: A Step-by-Step Guide to Raising Money for Your Cause by Stephanie Roth and Mimi Ho. Jossey-Bass, 2005. Are you a volunteer with an organization, school, or project that needs to raise money? The Accidental Fundraiser is a how-to resource that guides you through the process of raising money from your community. The book presents eleven proven fundraising strategies.

Please note: This article comes from Kim Klein, author of Grassroots Fundraising Journal, Chardon Press, © 1999. www.chardonpress.com. Some of the suggestions may be outdated or seem outlandish but you should contextualize it to your situation and today's context. The purpose in sharing this wonderful resource is to stir your creative imagination for your fund-raising efforts.

Phil Tom
April 2019

Fifty-Five Ways to Raise \$500 By Kim Klein

All good fundraising plans have one thing in common: they show a diverse number of sources for their income. The board of directors plays a crucial role in the selection, implementation, and evaluation of fundraising strategies. In addition to other ways that board members may participate in fundraising, they individually commit to raising and giving a certain amount of money or commit to working by themselves on specific strategies with no financial goal attached. It is a good idea for board members doing fundraising on their own to write up their plans. This "contract" allows staff to know when they might be called on to help, ensures that events don't happen on the same day, or the same donors aren't solicited by several board members, and helps to remind board members of their commitments. For this method to work, the organization or the board fundraising committee should think of many specific ways board members could raise money by themselves. The fifty-five ways suggested below are by no means an exhaustive list, nor will they all work for every group. Few board members could use all fifty-five ways, but almost any board member should be able to use two or three of them. All these methods have been used by different volunteers in a wide variety of organizations. Some methods are much more popular than others. Some depend on access to certain resources. Presenting board members with fifty-five ways that would work for your organization helps counter the excuse, "I would help but I just don't know what to do." Having each board member write out a plan, with goals and a timeline, also gives them a sense that if they do their best with this plan, they will have helped significantly. Many board members feel that fundraising is never ending, and that no amount of effort is enough. "Whatever I do, I could have done more, and probably should have," they say. This feeling of inadequacy leads to high turnover, burn-out, and resentment in boards. Specific fundraising contracts can help avoid that result.

1. Give it yourself. This is the easiest way for those who are able, although if you can give this much money you should be helping raise much more than \$500.
3. Give part of the \$500. Then ask your friends to join you in giving \$25, \$50, or whatever your gift is. This is most effective because you are not asking them to do anything you haven't done.
4. Set up a challenge campaign. Challenge gifts can be quite small. Tell people you'll give \$5 for every \$25 they give or will match every \$10 gift up to ten gifts. For added suspense, make this challenge during a fundraising event. You or the host can announce, "We now have the Dave Buckstretch Challenge. For the next five minutes, Dave will give \$5 for every new member that joins Worthy Cause."
5. If your organization has a diverse funding base with several grassroots fundraising strategies in place, use them all: Sell 100 raffle tickets = \$100 Give \$50 = \$ 50 Bring 10 people to an event that costs \$10 = \$100 Buy two gift memberships (@ \$15) = \$ 30 Get 15 friends to join (@ \$15) = \$225
6. Help with your organization's phone-a-thon. Bring the names of people you think would like to join and call until you have raised \$500. Or trade names with someone in the organization and call their friends until you have reached \$500. This is particularly effective for people who are shy about asking their own friends for money, but not afraid to ask people they don't know.

7. Acquire mailing lists for your organization. If you belong to another group, perhaps you can set up an exchange, or perhaps you have access to a list of members of some other group. You can ask all your friends to give you the names of 10 to 15 people they think would like to join. You would need to recruit about 25 members at an average gift of \$15. Depending on how "hot" your list is, you might need as few as 200 names (to do a bulk mailing) or as many as 1500-3000 (if you expect a 1-2% response.) You would have to have a greater response if you wanted the mailing to pay for itself and generate \$500.
8. Give the organization something they need that is worth \$500, such as a fax machine, filing cabinets, couch, adding machine, computer program, etc.
9. Pledge \$20 a month and get one other person to do likewise. Then sell \$20 worth of raffle tickets.
10. Teach a seminar on a topic you know: Fundraising; Knitting; Organic Gardening; Organizing; Proposal Writing; Environmental Impact Reports; Gourmet Cooking; Dog Grooming; Starting Your Own Business. Charge \$30-50 per person, with a goal of 20-30 people. Either absorb the cost of promotion or have enough participants to cover it.
11. Give some or a lot of things to your organization's garage sale, making sure they are worth \$500, and then help to sell it all.
12. With 4 or 5 friends, have a spaghetti dinner at a church or union hall or other big room with a large kitchen. Charge \$10 per person and feed more than 50 people. You can charge extra for wine or garlic bread, or for dessert.
13. Have a fancy dinner at your home or a regular dinner at someone's fancy home. Serve unusual or gourmet food or have special entertainment. Charge \$25 or more per person and have 20 or more guests.
14. Get three friends to help you have a progressive dinner. Start at one person's home for cocktails and hors d'oeuvres, progress to the next person's house for soup or salad, the next persons for the main course, and the last person for dessert. Either charge by course, or for the whole package. To make it extra special (and much more expensive), get a limousine for the evening that carries guests from house to house.
15. Host a wine and cheese party. Do not charge admission and invite as many people as you can. During the party, give a short talk about your organization, and ask everyone to consider a gift of \$25, \$50, \$100 or more (depending on the crowd). Either pass out envelopes and ask people to give then, or after the party contact everyone individually who came and ask for a major gift. Indicate that you have given, and if appropriate, how much you have given.
16. Get your gambling friends together. Charge a \$5 entrance fee, and have a poker evening, asking that every "pot" be split with the organization. Individuals win and so does the organization. You can charge extra for refreshments or include one or two glasses of something with the price of admission. (Watch the laws in your community on this one. In some communities it is illegal to gamble, even in your own home.)
17. Do one fundraising event every other month that nets at least \$75. This might look like: Poker Party \$100 Fancy dinner (8 people x \$25) \$200 Sell 50 raffle tickets @\$1 \$ 50 Book sale \$ 50 Recycle newspapers \$100
18. Solicit small businesses, churches, synagogues, or service clubs for \$500. If you are active in a church or own your own business and are involved in business organizations or service clubs, this can be very effective. You can often raise \$200-\$500 with a simple proposal and oral presentation.
19. Take a part-time job in addition to your present work and give everything you earn up to \$500.

20. Ask 5-10 people to save all their change for 3-5 months. You save yours. Count it at the end of the prescribed time and use one of the other methods to raise the rest. (You may not need to.)
21. Ask 2-5 friends to help with a bake sale, book sale, or garage sale. You and your friends bake the goodies or get the books, or the other stuff required for the sale, staff it, and help clean up afterwards. This is an excellent way to get people involved in fundraising without ever actually asking them for money.
22. For the fairly rich: Give your organization \$5,000 as an interest-free loan for a year. They invest it, earn 8-10%, and at the end of the year, they give you your \$5,000 back.
23. Sell your organization's materials, buttons, T-shirts, bumper stickers, or whatever else they have for sale. Also, help distribute these to bookstores or novelty shops.
24. The Farming Out Method: Entice 5 friends to sell 100 raffle tickets each, or to raise \$100 however they like. Share this list of suggestions with them. Give them a nice dinner at the successful end of their efforts (or a bottle of good wine, or a weekend away).
25. Get a famous or popular person to do a special event. Watch the costs on this, or you may lose money.
26. Invite people to your birthday party and ask that in lieu of gifts they give money to your organization.
27. Conduct a volunteer canvas. For one evening, you and a group of friends take literature to all the neighborhoods around you and ask for money at the door. Be sure to comply with city and county ordinances.
28. Lead or get someone to lead a nature walk, an architectural tour, a historic tour, a sailing trip, a rafting trip, or a horseback ride. Charge \$15-\$25 per person or charge \$35 and provide lunch. Advertise the event in the newspaper to draw in people from outside your organization.
29. Start a pyramid dinner, or a chain dinner. Invite 12 people and charge \$12 each. Get two people of the twelve you invited to invite 12 people each at \$12, and two people from each of those two dinners to have 12 people at \$12, and so on. Here's the income: Your dinner $12 \times 12 = \$144$ From your dinner $12 \times (12 + 12) = \$288$ From those dinners $12 \times (12 + 12 + 12 + 12) = \576
30. Twelve is used in this example because it worked very well for the Nuclear Freeze Campaign in California, which was Proposition 12. In many communities, most of the income for the campaign was generated by 12 x 12 dinners.
31. Collect cans for recycling. Ask all your friends to save their cans and bottles for you and turn them in to a buy-back recycling center.
32. Sell your frequent flyer miles to friends or donate them to the organization for a raffle. Watch the rules of the airline on this, but most airlines let you give away miles, and you may be able to sell your miles if you don't go through a mileage broker.
33. If you live in a nice house or own a getaway cottage in a beautiful place or an expensive city, rent it out for a week or a weekend two or three times during the year and give the proceeds to your organization. Or rent a room in your home for much less than the cost of a hotel room to people needing a place to stay while they are on business in a big city. You may even make a new friend in the process.
34. If you own a valuable dog and you breed it, donate the proceeds from one or two puppies. (I know some animal lovers will join me in feeling mixed about bringing more animals into the world when so many need homes; this suggestion is for people who were already planning to breed their dog. It is not intended as an incentive.)

35. Organize a service raffle. Get four people (one can be you) to donate a simple but valuable service that many people could use and sell raffle tickets for \$3-\$5 each. Keep the price a little high so you don't have to sell so many and so that the buyers have a higher chance of winning. Services can include childcare for a weekend or for any weekend night two weekends in a row; one day of housecleaning; yard work; house painting (interior or exterior), etc. Sell the tickets to neighbors, work mates, and to other board members. Encourage people to buy several by offering discounts for multiple purchases, such as one for \$5, 22 for \$10, but 3 for \$13, 4 for \$17, 5 for \$20. If you are bold or live in a more affluent area, or have few friends, sell the tickets for \$20 each. A full day of housecleaning for \$20 is a real bargain, and buyers have a high chance of winning with fewer tickets sold.
36. Offer to do something your friends and family have been nagging you to do anyway and attach a price to it. For example, quit smoking on the condition that your friends donate to your group, or get your friends to pay a certain amount for every day you don't smoke up to 30 days. Agree to match their gifts at the end of thirty days if you didn't smoke give them their money back if you did. (This method could be applied to other healthy behaviors, such as exercising or not eating sugar.)
37. If you belong to a church, research whether your church or others has a discretionary fund. Many churches have small pools of money available to groups through a women's fellowship or pastor's discretionary fund or various seldom-used endowments. Grants are often in the \$50-\$500 range and so go largely untouched by fundraisers. Sometimes simply writing a letter will free up this money and it tends to be renewable if someone is willing to ask the church yearly.
38. Research all the service clubs in town and see what their giving policies are. They often have formal giving guidelines for large grants of \$2,000 and up but have smaller amounts of money available for specific small projects.
39. Find out what items your group needs and try to get them donated. This is good for people who really hate to ask for money but who don't mind asking for things that cost money. Items that one can sometimes get donated include computers, paper, office supplies, office furniture (second-hand from banks and corporations as they redecorate), typewriters, adding machines, food, even cars.
40. Ask someone to donate \$50 a month for a year. Ask four people to donate \$10 a month for a year. Ask nine people to donate \$5 a month for a year. Get the organization to send reminders to them or send the reminders yourself.
41. Find a few friends who have small savings accounts and pool them into one account. Invest the pool in a Treasury Bill or CD and when it comes due, give everyone what they would have made if they had invested only their little amount, and give the group the rest. For example, if four people invest \$2,500 each for a pool of \$10,000 in a CD that matures in a year, they may be able to earn 6% interest for a total of at least \$600 (more, depending on the compounding factor). If each person invests only \$2,500 for a year individually, they may not be able to earn more than 4%, for a total of \$100 each or \$400 for everyone. The \$200 difference can be given to the group while everyone gains the interest they would have made. Find more friends or invest for longer to make up the \$500.
42. Give it yourself. (This is so good I have to say it twice.)
43. Strategy with a long-deferred payoff (we hope): leave the group a bequest.
44. With similar hopes as above, get friends to include the group in their wills.

45. Ask friends who belong to service clubs, sororities, antique collecting groups, support groups, bridge clubs, etc. to discuss your organization in their group and pass the hat for donations. A once-a-year sweep of even small organizations can yield \$100 from each.

46. For the church-going: ask if your organization can be a "second collection." The church passes the plate for its own collection and then you or someone from your organization gives a brief talk (or sometimes the whole sermon) about your group and the plate is passed again; the proceeds go to your group.

47. A variation on the above is to organize a "second collection Sunday" and get as many churches as you can to take up a second collection for your organization. Someone from your group will need to be at each service and give a brief talk. Second collection Sundays can be very lucrative, as witnessed by the Catholic Campaign for Human Development, which collects \$8 million on one Sunday in all the participating Catholic churches in the United States.

48. If, as a child, you collected something avidly that you now store in a basement, consider selling it. Coins and stamps are particularly valuable and have usually increased in value over the years. But your collection of rocks, toy ships or rockets, arrowheads, or dolls can also be valuable. When you donate the income from the sale, you can deduct that amount from your taxes-a bonus of this strategy, since you probably paid little or nothing for the items in the collection.

49. Have a sidewalk sale or garage sale for your whole neighborhood or building. Go around to your neighbors and tell them you will take their stuff outside and sit with it all day to sell it if they will donate half or all the proceeds to your group. Since this is stuff people want to be rid of anyway, it is a good deal for them. In one apartment building with ten units participating in donating stuff, an organization netted \$3,000 in one day. Three people from the organization helped with the selling. With a few high-ticket items, such as a washer/dryer or some nice lamps, you can make good money.

50. If you have an artistic bent, offer to design greeting cards to specification for organizations or individuals for a fee. If you are good at calligraphy, sell your skills to schools for graduation announcements, friends for classy but low-cost wedding invitations, or just fun certificates such as "World's Greatest Dad" for Father's Day or "Outstanding Friend." Create unique Halloween costumes or masks. Donate the proceeds from your artistry.

51. Create a take-off on the "adopt-a-highway" technique by naming budget items of your group as available for adoption. You could develop a flyer that reads, "The following items have been found near death from negligence and abuse. Won't you help? \$25 per month will ensure that our computer is maintained. \$100 per month will release our photocopy machine from toiling with no toner and a dying motor. (We can lease a new one.)"

52. An idea for people who live in border towns: Get permission to place a large container in stores or even at the airports of towns near national borders. Have a sign that asks people (in several languages) to throw in any coins or paper money they have not exchanged. Many times people leaving Canada or Mexico don't have time to exchange all their money or cannot exchange their loose change. Multiply this time hundreds of shoppers or travelers and you can make a lot of money. UNICEF does this in many European airports.

53. Hold an "I'm Not Afraid" Auction. You do this with just a few friends or hundreds of people if you have enough items to auction. You survey a few people (and use your own common sense) about what things need to be done in their home or office that they are afraid of or would rather not do. This is different from a service auction-there must be an element of dread in the activity. For example, some people cannot wash their windows because their apartment is too high or the second story of their house is too high and they suffer from vertigo. If you are not afraid of heights, you can sell your window-washing service. This goes for drain cleaning, minor roof repairs, antenna fixing, etc. Of, if you are unafraid of cockroaches or water bugs or spiders, you can offer to clean out that dark corner or garage or basement for a small fee. Snakes can be found in gardens and

woodsheds, but maybe that doesn't bother you. The problem doesn't need to be as serious as phobia. How about allergies to dust, pollen, weeds? If you don't have them, you can mow, sweep, clean for a fee. By marketing it as an "I'm Not Afraid" Auction, you also have the option for people to name something they need done to a group of volunteers, and then have a volunteer say, "I'm not afraid to do that." In that case, you will need a set fee for service.

54. Like the suggestion above is the "Details Auction." This is for all your friends whose desks are overflowing with papers or who can't get their receipts in order to give to the tax preparer or who complain they can never find anything. If you are well organized, offer to clean up their desk, get their rolodex in order, file their papers, etc. If you like to shop, sell that to people who don't and do all their holiday shopping for them, or buy birthday, baby shower or niece/nephew presents for them. Anything that people feel they cannot control is the organized person's fundraising dream come true. 55. Find out which of your friends (perhaps this is true for you also) work in corporations with matching gift programs. Then ask them to donate and get their gift matched and ask them to ask their co-workers to donate and get their gift matched.

56. Get an "affinity" credit card. (This is for large organizations or chapters of national organizations.) A firm, such as Working Assets, sets up a credit card with your logo on it, and a small percentage of each sale goes to your group. The Nature Conservancy, the Women's Building in San Francisco, and others are using this successfully. It requires a guarantee of volume of users.

57. For smaller groups than in #54, think of a store or service related to your organization or where a lot of your members shop. Ask the store to donate a percentage of profits for a certain day or week, or even forever. You can also explore this with mail-order firms. Then you advertise widely to friends, family and members that Joe's Florist will give 2% of each sale during Valentine's weekend to anyone identifying themselves with your group.

As you can see, almost all these strategies involve asking for money and giving money yourself. These are the basic premises of fundraising-you must ask, you must give. Everything after that involves creativity, imagination and a sense of fun. I also listed two twice-give it yourself and ask someone for it. That's not because I didn't really have 55 ways-it is because those are the best, fastest and easiest ways to get money. Reprinted from The Board of Directors, a publication of the Grassroots Fundraising Journal, Chardon Press, © 1999. www.chardonpress.com;

55 Ways Supplement

by Roberta Smith

In her article, [Fifty-Five Ways to Raise \\$500](#), author and fund-raising consultant, Kim Klein gives some practical strategies to help non-profits (including churches) raise money for their cause. You can find more tips from Kim Klein in her book, [Raise More Money](#) (available on Amazon.com). Do a Google search for Kim Klein Chardon Press and more fundraising resources will appear such as:

<https://www.kleinandroth.com/raise-more-money>

Of the original list of 55 Ways – I will comment on a few:

#20 – Ask 5 – 10 people to save their change for 3 – 5 months. I say hold a CHANGE DRIVE at church and have EVERYONE save their change. Make a fun contest out of the effort.

26 – Invite people to your birthday party and ask that – in lieu of gifts – they give money to your organization. You have noticed lately that LOTS of people are using the occasion of their birthday to conduct a fund-raiser online using Facebook. Never under-estimate the power of those small donations – they really add up

27 – Conduct a volunteer canvas. You and friends visit homes in your neighborhood. I suggest that this technique might be best used to raise funds for a specific project.

Here are a few more ideas to add to your fundraising toolbox!

56. Hold a special event of relevance to your congregation and/or community – charge a fee for attendance.

Our church has held a few events of note. One of the very best was an invitation to our church families and their friends to attend a showing of the movie, **Screen-agers**. The movie addresses the common problem of teenagers – and the whole family – glued to their screens – phones, tablets, computers. In addition to being a hot topic with families, we conducted the showing as an inter-generational event. Whole families attended and we had teenagers, parents, grandparents, friends discussing the topic – thinking of rules that families could make to carve out family together-time away from their mobile devices. VERY WELL ATTENDED.

We are soon to host another event open to the community – we are hosting an Evening with Rev Susan Sparks: pastor, lawyer, comedian. The evening is called **Laugh Your Way to Grace**. In addition to being an event that will be fun for our congregation – this is an event that will be

promoted on Rev Susan's website – we can share it within our local community – have folks come to something that is not just a “churchy” event. <http://susansparks.com/about-susan-sparks/>

#57 INCOME TAX FILING DAY!! Have an income tax refund pledge day !!

We know how much everyone plans how they are going to spend their income tax refund. Maybe – just maybe – a little tiny piece can be carved out to tithe to the church.

58 Partner with a local business or member of your congregation to give a percentage to the church for referrals from you.

Our church have members with ALL KINDS of talents. Musical talents, organizational, decorating, cooking, odd jobs – not to mention those who have employment that thrives on referrals – insurance agents, realtors, etc. By “partner” – I mean an actual donation for business transacted or even just taking a business-card sized ad on the placemat or in the program for your annual Vacation Bible School presentation.

#59 Church-goers LOVE music – all types, too. Sponsor a concert for the community.

One of the best things we can offer our communities is “a place to gather.” We are the ones with the big church sanctuary space and fellowship hall – let's OPEN THEM UP AS MUCH AS POSSIBLE. Sponsor a concert – yes, it can be a gospel group or an organ concert. But how about inviting the school choir from the local high school ? Every parent and grandparent associated with those kids will be there and you can showcase your church in a new light.

#60 Don't shy away from hosting a “spiritual event.”

People hunger for spiritual connection – branch out – host an event to acquaint your congregation and community alike with a LABYRINTH. The labyrinth is a great event for spiritual contemplation.

<http://www.holycrostep.org/ministriesthe-labyrinth-as-a-spiritual-tool/>

Certainly there are other spiritual events you can host.

Collaborate with the synagogue in your city to hold a Seder – the traditional Passover meal.

https://www.chabad.org/holidays/passover/pesach_cdo/aid/1751/jewish/What-Is-a-Seder.htm

These are great opportunities to also learn about another's faith.

#61 Recruit a group within your church to regularly sing – phone – record Singing Telegrams

If you own a Smartphone – you DO own a smartphone, don't you? – you have a great little recording device in your hand. Say it is Aunt Sarah's 80th birthday – you pay \$10 or \$20 to have

the group sing Happy Birthday to Aunt Sarah – you record with either audio or video – and then play it for her to brighten her day. These can also be used for Mother’s Day, Valentine’s Day, Anniversaries.

#62 Sign up for SHOP WITH SCRIP.

YOU are gonna LOVE this!!!!

This program is run by Great Lakes Scrip Center and many, many non-profits all over the USA already participate to raise funds for their own worthy cause. Scrip is a kind of old-fashioned word for “money” or something that is a “representation of money.” For example – the money distributed to US soldiers during WWII was called scrip. It was issued to them instead of money. Since some people are not familiar with this word you can also explain the program as a “gift card” program.

Here’s how it works: Great Lakes Scrip Center (GLSC) has negotiated with many merchants to market their gift cards on the GLSC site. Nonprofits register their charity with GLSC. Then a supporter signs up to participate. Some merchants have greater donation levels than others – let’s walk through an example. I regularly eat dinner at Outback Steakhouse. Instead of just going and spending \$ 25 in cash or credit card – I buy a \$ 100 gift card on the GLSC site. Some cards are issued as physical gift cards. Other – like Outback – are a downloadable certificate. I take my certificate to Outback and pay for my meal just like I would do if I were using cash or a credit card. But when I BOUGHT the Outback card online – Outback pays 8% toward the charity I am supporting. Now this might not seem like a lot – but if I am diligent I can use a GLSC gift card for almost every purchase I make. There are cards for grocery stores, gas stations, restaurants, retailers, on-line stores like Amazon, Apple, cards for hotels. Over a calendar year it is reasonable for a family of 4 to earn \$ 800 - \$ 1000 in gift card donations. Now multiply that by the number of families in your church. You can see how the donations can really accumulate. We also used scrip to raise awareness of ICCG by picking a National Dining Out week. We picked a week and a restaurant chain – Friday’s – with which all ICCG churches could participate. Everyone bought gift cards for this one big push. You can do something similar in your local area.

A flyer about Shop With Scrip is included in this packet. I encourage you to read all about the program at <https://www.shopwithscrip.com> . There is **NO CHARGE** to sign up or participate. However, be aware that you must connect a checking account – that is how the money is collected and the savings deposited for you. I participate in other organizations that have successfully used the program to raise thousands of dollars. So feel free to reach out to me – or to the folks at GLSC – directly.

63 Use Social Media to raise awareness about your church

Post frequently and with photos on your Facebook page, Twitter account and other social media platforms. Don't have a Facebook page – SET ONE UP !!! Post lots of photos and keep it positive.

#64 Access the many fundraising resources available online

One of the best sources for advice about fundraising is The Network For Good. While NFG has fundraising software and other items for which you must pay – they have many FREE resources (weekly newsletter, some free seminars, etc.) for fundraising tips.

<https://www.networkforgood.com/>

<https://www.networkforgood.com/non-profit-fundraising-resources/>

65 Partner with other ICCC churches or churches in your area

Chances are – in this big wide world of ours – someone else has an idea that has really worked well for them. Get information wherever you can and share. Even if all you get out of it is making a few more connections, it will be worth it.

#66 Open up your church

Oftentimes one of the very best assets we have as a church is that big building we have. But the best use of that building is sharing it with other groups in our communities. So if your building is locked up most days, try to find ways to unlock it and open it up. Meeting space for small organizations, spaces for yoga or exercise classes for seniors, health fair, concerts by groups of young people, continuing education classes for a local college, the possibilities are huge.

#67 Start your own thrift shop

I know it will be a lot of work – but our church's thrift shop has paid off handsomely for us. Local residents know they can drop off their items. Families know they can get some great buys in children's clothes and toys. Sometimes our thrift shop makes a large donation to a family who has lost everything in a fire or flood. This operation – a few dollars at a time – makes enough money that they annually make a large donation to support the young people's mission trip, they bought a used baby grand piano for the fellowship hall and support many other projects.

#68 Employer match

Check to see if your employer provides a matching contribution for your donation.

#69 *Contribute from your retirement account that can be tax-free*

A retired person with an IRA or similar retirement account may be able to make a contribution from his/her account directly to a non-profit organization and thereby not have to pay taxes on this "income." Check with your accountant or investment broker.

ROOM FOR YOUR OWN ORIGINAL IDEAS

#70

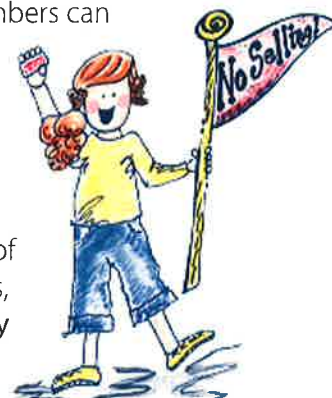
#71



What is Scrip Fundraising?

It's fundraising while you shop!®

Stop selling and start earning with scrip fundraising! Your members can purchase gift cards for America's most popular retailers through Great Lakes Scrip Center® (GLSC) and use them for their everyday purchases. Your organization earns money with each gift card purchase.



Scrip gift cards are the same gift cards you can purchase from the retailer. With over 300 of the country's biggest brands, including grocery and department stores, gas stations, restaurants, hotels and home improvement, GLSC has something to appeal to every family in your organization.



The organization's coordinator orders scrip from GLSC at a discount, and your families pay face value for their gift cards. That difference is an instant rebate for your organization, and your families don't have to purchase anything they don't need.

Calling all non-profits!

More than seventeen thousand nonprofit organizations all over the country are taking advantage of scrip fundraising, and you can too. Scrip fundraising is perfect for schools, churches, sports teams, bands, and more!

Any nonprofit group can start taking advantage of scrip fundraising just by using scrip gift cards for their everyday purchases.






Rebates add up quickly!

By simply planning ahead on everyday purchases, the average family can earn at least \$11 a week. That modest number adds up quickly. **It's easy for a family to earn \$500 - \$1,000 in a year, and many families earn much more!** The more families participating, the bigger the earnings for your organization. You'll love how easy it is to reach your fundraising goals with scrip!

Your organization decides how to use your rebates. Maybe it's for a general fund, a special savings fund, or even back to the families themselves to be used for tuition, special trips, or other organization expenses. The choice is yours!

How much can one family raise per year?

  	Average Rebate	Spending Per Month	Earnings Per Year
Grocery	4 %	\$600	\$288
Gas	3 %	\$345	\$124
Dining Out	8 %	\$100	\$96
Fast Food	8 %	\$120	\$115
Clothing & Accessories	8 %	\$160	\$153
Home Improvement	4 %	\$130	\$62
Online Shopping	10 %	\$85	\$102
Movies/Books/Gadgets	5 %	\$60	\$36
TOTAL		\$1,600	\$976



It's so easy!

Yearly Fundraising Potential

20 Families	\$19,520
50 Families	\$48,800
100 Families	\$97,600



Enrollment is free and fast, so you can get your scrip program running and start earning rebates in no time! Here's how:

1. Visit ShopWithScrip.com and click on the register button at the top. Then click **Start a Scrip Program** and create a ShopWithScrip account.
2. Fill out your program information and choose your method of payment. Click **I agree** and print your enrollment form
3. Provide proof of non-profit status and banking information if choosing ACH payment.
4. Submit required documents to GLSC by mail, fax, or email.
 - Great Lakes Scrip Center
PO Box 8158
Kentwood, MI 49518-8158
 - Fax - 1.888.865.9655
 - Email - RFIMail@glsc.com

Questions? Call 1-800-727-4715 Opt. #5



Great Lakes Scrip Center®

© 2013 Great Lakes Scrip Center LLC

Turn Everyday Dining into Fundraising for your Church



1

SELECT AN **APPLEBEE'S** or **TGI FRIDAYS** RESTAURANT CONVENIENT TO YOU. SIGN UP CHURCH MEMBERS, FAMILY, FRIENDS, NEIGHBORS TO DINE THERE DURING NATIONAL DINING OUT WEEK. YOU SELECT THE DAY CONVENIENT FOR YOU.

2

COLLECT ORDERS FROM YOUR CHURCH MEMBERS OF THE GIFT CARDS FOR YOUR SELECTED RESTAURANTS. CARDS ARE AVAILABLE IN \$25 DENOMINATIONS. (\$\$ NEVER EXPIRE)

3

ENJOY DINING FELLOWSHIP WITH YOUR LOCAL CHURCH FAMILY AT THE SAME TIME OTHER ICCC CHURCHES ARE DOING THE SAME.



INSTRUCTIONS FOR CHURCH COORDINATORS

NATIONAL DINING OUT WEEK

Participating in National Dining Out Week is FUN and EASY !

- 1) Identify TGI Friday's or Applebee's Restaurants in your area.
- 2) Pick a day for folks from your church to go as a group.
(you don't ALL have to go at once; some may prefer one chain over another; in fact, you don't absolutely have to dine as a group at all – folks can purchase the gift cards and dine on their own – but it would add to the feeling of togetherness to go as a group.)
- 3) Use the flyers provided to promote the event at your church.
- 4) Use the sheet provided for your members to sign up to go AND collect money from them for their gift cards. Gift cards come in denominations of \$ 25. They are used just like credit cards. If a family expects to spend \$ 100 – they will purchase 4 - \$ 25 gift cards.
- 5) When everyone has signed up – deposit all members checks in your local bank. Shop With Scrips will debit your checking account directly for your order.
- 6) You will order the gift cards in bulk and Shop With Scrips will send your order to you.
- 7) Distribute the cards to those who ordered them.
- 8) **GO HAVE DINNER TOGETHER** on the designated day.

The cards do not expire. If something unexpected happens, the member can use the card anytime. Extend an invitation to family or friends. Consider buying the cards as gifts. Consider donating to a needy family.

For every \$ 100 spent – your church earns \$8 (current % rate). If 20 people go to dinner together from your church – and they each buy a \$ 25 gift card = $\$500 \times .08 = \$ 40$. With many from your church participating, the earnings add up.

Shop with Scrip is a great fundraising program for your church in general. Not just for National Dine Out Night. Gift cards for groceries, gas, department stores, etc., can all be purchased sending percentages of income to you! Throughout the year, and throughout all holidays!

Visit shop.shopwithscrip.com for details.