



DEPARTMENT
OF FLORIDA

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FUNDRAISING FOR NON-PROFITS

Inspired by "The 5 Keys to Successful Fundraising" by Sandra Sims

www.floridalegion.org

Keys to Successful Fundraising

1. Building a Team
2. Choose the Right Fundraiser
3. Stay Organized
4. Follow Through
5. Raffles
6. Post Fundraising Opportunities

Building A Team

Building A Team

1. Recruit Volunteers
2. Assign Roles and Responsibilities
3. Tap into skill sets, relationships or connections

Building A Team

Effective Teamwork:

1. Need a leader
2. Define each person's role or responsibility
3. Communicate often!

Develop Committees

1. Admin/Logistics
2. Sponsorships / Ticket Sales
3. Entertainment
4. Auction / Raffle
5. Volunteers
6. Finance
7. Marketing / Social Media

Sponsors / Donors

5. Donations and corporate sponsors
 - a) Donated items are budget relieving
 - b) Post Vendors are excellent prospects
 - c) Reach out to local businesses
 - d) Use your sphere of influence

Choose the Right Fundraiser

The WHY

1. Post needs money to stay in business
2. Personal motivation
3. Specific goal you're working towards
(i.e., Send 10 boys to Boys State, fund Post repairs)
4. For charity – *Do your research!*

The WHY

People give to:

1. Things they relate to
2. Personal connections
3. Emergencies (i.e., Hurricane damage, house fires, etc.)
4. Interest in improvements or additions
5. Recognize the brand / mission
6. In memory or honor of

Choosing the Right Fundraiser

1. Find something unique but familiar
2. What resources or connections do you have?
3. Who's your audience? What are their interests?
4. Capture the spirit of your Post

Stay Organized

Stay Organized

1. Create goals (important)

EX: money raised, new members, sell tickets

2. Set a budget

- a) Determine if you can support up-front cost
- b) Anticipate how much you could raise
- c) Identify true cost of event
- d) See cost to profit ratio throughout planning process

Stay Organized

1. Creating a budget
 - a) Revenue (*ticket sales, sponsorship, raffles, etc.*)
 - b) Expenses (*food, location, parking, supplies, etc.*)

If expenses exceed revenue, is it worth having the event?

Stay Organized

Income

Item	Amount
Ticket Sales	\$250
Sponsorships	\$1,500
Auction	\$600
50/50 Raffle	\$300
TOTAL	\$2,650

Expenses

Item	Amount
Entertainment	\$300
Printing Costs	\$100
Decorations	\$150
Food	\$500
TOTAL	\$1,050

Stay Organized

NET = \$1,600

Cost Profit Ratio – 60%

Stay Organized

6. Develop a Timeline

- a) Start at event date, or deadline and work backwards
- b) Include major and minor details (check list)
- c) Set deadlines for when things need to be done
- d) Check in periodically to stay on track

Follow Up

Follow Up

CELEBRATE!

1. Present proceeds to beneficiary
2. List accomplishments
3. Share stories
4. Complete budget with actual expenses & revenue

Follow Up

EVALUATE

1. What worked?
2. What needs improvement?
3. How can you make it better?

Follow Up

SAY THANK YOU

1. Letter / Personal note
2. Recognize during event, present award
3. Print on event materials
4. Meaningful gift or story on their impact

Raffles

Raffles : *Disclaimer*

**We are NOT
attorneys,
BUT...**

Raffles

RAFFLES

1. MOST raffles, lotteries, or games of chance are considered **gambling and are illegal**
2. Exception for qualifying nonprofits (our loop-hole)

Raffles

RAFFLES – Fees / Pricing

- **NO fees = can not say someone is required to pay for event/raffle ticket**

Violation – “Tickets cost \$100”

Correct – “a suggested donation for a ticket is \$100”

Raffles

RAFFLES – Materials

Must properly display following information on EVERY brochure, advertisement, entry form, etc.

- Source of funds used for award prizes
- Date, hour and location where the winner is selected
- Outline rules and regulations governing contest
- Name group/business who will benefit from proceeds

Raffles

RAFFLES – Winners

- Must be selected at random
- Illegal to remove, disqualify, reject, or otherwise discriminate based on whether the entrant paid or not
- No minimum number of tickets
- All prizes must be awarded
- Winners must be notified in a timely manner

POST OPPORTUNITIES

Holiday Raffle



ABOUT THE RAFFLE:

1. 31 Winners selected in Dec
2. Tickets = \$5 suggested donation*
3. Prize pot
4. Ticket sales

Holiday Raffle

PRIZE POT: **If 10,000 raffle tickets are sold across the state, the total raffle prize pool starts at \$10,000 and the first payout would be \$500!*

Dec 1 – 5%

Dec 2 – 2%

Dec 3 – 1%

Dec 4 – 2%

Dec 5 – 1%

Dec 6 – 2%

Dec 7 – 7%

Dec 8 – 1%

Dec 9 – 2%

Dec 10 – 1%

Dec 11 – 3%

Dec 12 – 1%

Dec 13 – 2%

Dec 14 – 1%

Dec 15 – 7%

Dec 16 – 1%

Dec 17 – 2%

Dec 18 – 10%

Dec 19 – 3%

Dec 20 – 1%

Dec 21 – 2%

Dec 22 – 3%

Dec 23 – 3%

Dec 24 – 5%

Dec 25 – 10%

Dec 26 – 5%

Dec 27 – 1%

Dec 28 – 3%

Dec 29 – 2%

Dec 30 – 1%

Dec 31 – 10%

Holiday Raffle



POST PARTICIPATION:

1. Posts preorder tickets for \$3/ticket and sell for a suggestion donation of \$5/ticket. **POSTS KEEP ALL PROCEEDS!**
2. Exclusivity at participating Posts through Oct 31st
3. Posts can still receive credit for online tickets
4. Department provides materials and promotion

Holiday Raffle



WHY POSTS SHOULD JOIN:

1. More funding for Post
2. Ability to support Florida's veterans at a higher level
3. Chance to engage the local community or bring in new members
4. Department helps with materials and promotion
5. It's just plain FUN!

Rafflebox

ABOUT:

1. State-wide online 50/50 raffle drawings
2. Posts can participate and receive a percentage of the proceeds
3. Posts will get a special link/QR Code to promote ticket sales
4. Department will manage the drawings, licensing, winner payouts, and tax filings
5. Monthly/Quarterly distributions will be paid to the Dept for efforts

****Pending a successful DEC vote this afternoon***

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DISCUSSION QUESTIONS

*Inspired by "The 5 Keys to Successful Fundraising"
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What are the challenges you face when trying to do a fundraiser?

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How can you motivate other members?

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**What challenges do you
have when working as a
team?**

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How can you ensure your fundraiser stays on track?

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Questions?

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