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Fundraisin’ Fran

Hey everyone! My name is Fundraisin’ Fran. I love fundraisin’. I will be your guide through your fundraisin’ adventure. Count on me to offer helpful advice and share great ideas!



Chapter Office Generated Fundraising

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Section 1

GETTING ACQUAINTED

What is this handbook all about?

One of the many functions that occur at the Local Program level is fundraising. The purpose of this handbook is to prepare Local Programs for their role as fundraisers. It will provide a background on the basics of grassroots fundraising and some methods that will help demystify fundraising. This handbook will arm you with some easy to use tools of the trade and some fail-proof "Turn- Key" options. Also included are best practices from you peers in the field.

The ultimate goal of this handbook is to remove the fear factor associated with fundraising. Throughout Special Olympics Idaho we have heard, "I don't know how to get started" and "I am afraid to ask." The words we want to hear are, "Wow! My community wanted to support the athletes, they just hadn't been asked" and "Fundraising is fun and easy once you get started!" Fundraising is simple. You already have what it takes; you just need a little nudge.

By the time you have read this handbook, asked some questions and started to organize, you will be well on your way to raising funds for your SOID Local Program. Good luck. Let's raise money!

Fundraisin' Fran

Community is what fundraisin' is all about!
When I fundraise, I always get my friends,
family, neighbors and community members
involved. I love getting out and sharing the
Special Olympics mission!

WHAT'S WITH ALL OF THE ACRONYMS? SOID Glossary of Terms

Area: For administrative purposes, Idaho has been divided into 7 Areas, each of which covers one or more neighboring counties. Although the basic elements of each program must follow guidelines established by SOID, Area programs do vary somewhat depending on the interests of the athletes and the resources of the Area.

Area Director: Person hired by SOID to oversee/manage the program in each Area.

Area Event: The competition level prior to State level competition. Athletes must compete in an Area competition to be eligible to compete in a State competition.

Chapter: Accredited, State-level Special Olympics program such as SOID.

Coach: Person responsible for providing athletes with comprehensive sports training and preparation for Local, Area, State and International competitions.

Law Enforcement Torch Run (LETR): A series of torch runs and related events, leading up to the SOID State Summer Games, organized by law enforcement officers and SOID.

Local Program: The grassroots level of the SOID organization. Local Programs, or teams, may consist of one or more athletes involved in one or more sports. Local Programs are required to have a Local Program Coordinator to be recognized as an official Local Program.

Local Program Coordinator (LPC): Person who provides the organization necessary to provide sports training to the athletes, keeping in mind their safety and welfare, and who develops a committee(s) to help with program activities.

Local Program Fundraising Coordinator (LPFC): Person responsible for planning, implementing and tracking all Local Program fundraising activities.

Special Olympics Idaho (SOID): A non-profit, charitable, tax-exempt organization accredited annually by Special Olympics, Inc. to run the Special Olympics program in Idaho. It is headed by a Board of Directors and employs a small, full-time staff headquartered in Boise (Chapter), and a staff of volunteer-stipend Area Directors.

Special Olympics, Inc. (SOI): Located in Washington, D.C., and founded by Eunice Kennedy Shriver in 1968, SOI is the organization that governs all aspects of Special Olympics. It authorizes the Program in each State and in over 150 countries and provides guidelines for each Chapter to follow in the development and conduct of their program.

B. MEET SPECIAL OLYMPICS IDAHO (SOID)

Mission Statement

The mission of Special Olympics is to provide year-round sports training and athletic competition in a variety of Olympic-type sports for persons eight years of age and older with mental retardation, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in the sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.

In 1968, Eunice Kennedy Shriver founded what would become the largest international program for adults and children with mental retardation. Her summer camp of just more than 100 participants started a movement that dramatically changed how society views people with mental retardation. Today, there are Special Olympics programs in all 50 states and in more than 150 countries throughout the world. These programs provide year-round training and athletic competition opportunities to more than one million athletes.

Since 1972, Idaho residents with mental retardation have enhanced their lives and health, and extended friendships and family relations through Special Olympics Idaho. Like the Olympians of ancient Greece, these modern athletes compete in events designed to promote physical fitness, sportsmanship and the spirit of competition. The first SOID State Games in 1970 were held at Idaho State University and offered track and field to 250 athletes.

SOID is a non-profit corporation that is directed by a volunteer Board of Directors, and is accredited annually by Special Olympics, Inc. (SOI). Like all Special Olympics Chapters, SOID operates under the General Rules, as defined by SOI. The SOID Chapter office is located in Boise and provides centralized administration, State level competitions, public education, outreach, fundraising, Law Enforcement Torch Run support and the organization and facilitation of State Games Management Teams and Sports Management Teams.

The state is divided into (seven) 7 geographical Areas (see appendix B for SOID Area Map). Each Area has a volunteer Area Director (AD) who provides support to the Local Programs within the

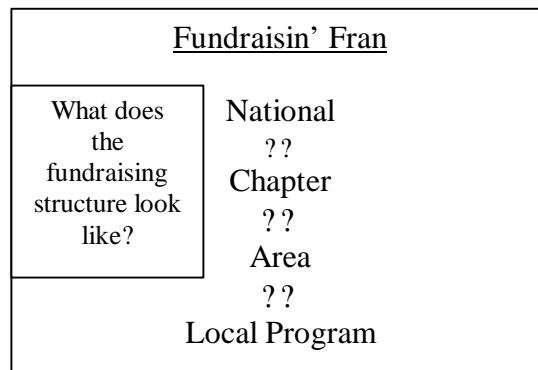
region. Area Directors coordinate volunteers to assist with sports training, organize and host Area and Regional Games, raise funds, serve families and recruit new athletes and volunteers. An Area Management Team, made up of local volunteers, meets regularly to advise and assist the Area Director.

Local Programs are the grassroots level of SOID and provide a direct link between the athletes and communities. Local Programs provide the infrastructure for training, assessment and support for the athletes. It is at this level that the athletes, families and coaches have the most social interaction. (See appendix C for SOID Program Delivery Structure.)

Interesting Trivia Tidbits

- ✍ Special Olympics, Inc. is the largest international program of year-round sports training and athletic competition for children and adults with mental retardation.
- ✍ In Idaho, Special Olympics provides year-round sports training and competition opportunities in 13 sports to over 1,900 children and adults with mental retardation in 70 communities. However, we are reaching only about 3% of the Idahoans who could benefit from the program.
- ✍ One goal of Special Olympics is to help bring all people with mental retardation into the larger society under conditions whereby they are accepted, respected and given a chance to become productive citizens; where every opportunity is available to them that is available to those individuals without mental retardation.
- ✍ Special Olympics activities are offered in order to celebrate the moral and spiritual qualities of people with mental retardation so as to enhance their dignity and self-esteem.
- ✍ Special Olympics believes that through sports training and competition, people with mental retardation benefit physically, mentally, socially and spiritually; families are strengthened and the community at large, both through participation and observation, is united in understanding people with mental retardation in an environment of equality, respect and acceptance.

- Special Olympics programs are based on the belief that competition among those of equal abilities is the best way to test athletic skills, measure their progress and inspire them to do their personal best. Grouping athletes on the basis of ability means every participant can safely and meaningfully take part and leave with a true sense of accomplishment. This is why, in Special Olympics, everyone is a winner.
- Over 3,000 volunteers participate in SOID. With their help, we offer each and every athlete the opportunity to compete in six athletic competitions annually. Volunteers are the backbone of SOID. They provide help in areas including administration, coaching, fundraising, safety, registration, awards, cheering, etc.



C. WHO PAYS FOR WHAT? SOID funding structure

SOID is a non-profit organization with 501c(3) tax exempt status. Our funding comes from private donations, grants and corporate sponsorships and partnerships. We also conduct fundraising through special events and direct marketing. A common misconception is that SOID is funded by the Joseph P. Kennedy Foundation. Although Special Olympics was created by the Foundation, SOID is a separate entity, receiving no monies from the Kennedy Foundation. We also receive no federal funding.

SOID provides all programs and opportunities to its athletes free of charge. In other words, funding is not required to come from either the athletes or their families. You may ask, "Where does the money for programming come from?" Fundraising, fundraising and more fundraising.

Fundraising occurs at the National, State, Area and Local levels. The National office raises funds to cover expenses including hosting World Games, National initiatives, National training, etc. The Chapter office raises funds to cover all expenses related to State level competitions, Area expenses, infrastructure, marketing, public education, volunteer training, outreach, recognition, publications, World Games opportunities, etc. The Areas raise funds to partially cover Area level competitions, annual Awards Banquet and Area celebrations. The Local Programs raise funds to cover athlete training costs, uniforms, State Games registration fees and Local celebrations. As you can see, each level of the organization plays an important role in fundraising.

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Cool Event Idea...

Ask your local golf course to team up with you to offer a *Local Program* Invitational. Secure donated course times, meals and prizes (or at least discounts). Sell tickets for \$50 a player. All proceeds can go directly to the Local Program. This could be the beginning of an awesome annual event! Just imagine the possibilities...

As you well know, the bulk of the program happens at the Local level; teams organize, athletes and volunteers are recruited and registered, athletes train and compete, athletes and volunteers are recognized, etc. Per SOID guidelines, each Local Program is developed and managed by the Local Program itself. Local Programs, along with the support of Area Directors and Chapter staff, are responsible for the success of program delivery.

Each new Local Program receives a new Local Program grant from Chapter. This \$500 grant is deposited directly into the Local Program account and managed by both the Local Program Coordinator and Chapter Finance Director. Grant monies can be used to cover Local Program costs such as training, uniforms, travel and celebrations. These monies are to be used only for SOID/Local Program sanctioned events. The grant does not replenish itself. The only way for the account to grow is through successful Local Program fundraising.

It is important for the Local Program Coordinator or Local Program Fundraising Coordinator to keep a watchful eye on the bank account by carefully reviewing each monthly Chapter-generated account statement. The statement provides Local Programs with a summary of all account activity, as well as the current account balance. It is recommended that you refer to your statement when developing fundraising goals and plans.

You may be wondering, "If fundraising is happening at every level of the organization, how do we keep from stepping on each other's toes?" Good question.

Let's start with SOI in Washington, DC. Even though we do not receive funding directly from them, we do benefit in many indirect ways from the funds they raise. First, SOI provides us with tremendous support in the areas of public education and outreach. The video that you watched at your first volunteer General Orientation was developed, distributed and funded by SOI. Much of the public education and outreach programming that we use in Idaho originated at SOI. Second, SOI raises funds for hosting World Games. In June 2003, a group of athletes and volunteers will travel from Idaho to Ireland for the Special Olympics World Summer Games. (SOID will incur costs for uniforms, training and travel.) Third, SOI provides numerous worthwhile training opportunities for SOID staff, volunteers and athletes. Topics covered at training conferences include sports programming, Special Olympics fundamentals, program director fundamentals, Athlete Leadership Program and Law Enforcement Torch Run.

SOI raises funds just like we do. They use direct marketing (direct mail), donor and sponsor development, grant writing and special events. Major corporations operating in at least twenty-one U.S. states are cultivated at the SOI level. How do we at SOID know whom SOI has already approached for funding? They tell us. SOI provides us with the "SOI Donors" list. If an individual or business is on the "SOI Donors" list, we are asked to solicit only in cooperation with SOI support.

The same concept applies within the state of Idaho and the seven Areas. The Chapter office generates a "Chapter Donor" list. Generally, the individuals and businesses on the list are donors who support big events such as State Games. Some of these donors also support additional programs including

outreach, public education and athlete leadership. Generally big businesses are good choices for statewide event funding (State Games). They make a good fit for Chapter financial needs and are rewarded with sponsorship recognition on shirts, banners and programs. Please contact the Chapter office before approaching any individual or business on the "Chapter Donor" list in order to avoid over-soliciting the donor.

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Who should I call if I have a donor list question?
Call the Executive Director at the SOID Chapter office,
208.323.0482.

Where can I access the "Chapter Donor" list?
Check out the donor section on the SOID web site at
www.idso.org

Does the "Chapter Donor" list affect your ability to raise funds in your community? Probably not. Local Programs have much better success soliciting local businesses than the Chapter office does. Here's an example. Jon Doe is the owner of a local grocery store in Blackfoot. Jon Doe is most likely going to be acquainted with many of the athletes and volunteers in his community. Familiarity and friendly relationships are key to successful fundraising. Jon Doe is more likely to donate directly to the folks of his community rather than to an office in another part of the state. Although SOID does direct market to some small businesses, we do not solicit donations from the majority of your local businesses. There may be exceptions, so be sure to consult the "Chapter Donor" list.

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Cool Event Idea...
Ask your favorite local restaurant to designate a table for the Local Program for a night. Decorate the table with fun Local Program stuff like medals, pictures and newsletters. Arrange in advance to have all, or a portion of, the meal proceeds go to the Local Program.
Sounds pretty easy, and tasty, too!

“How should I approach a business that has given at the State level?” With thanks, thanks and more thanks! It is important that all of us at SOID show our gratitude to donors at each level. When out in your community, be sure to patronize and thank a business that has given to SOID at any level. Whether the funding pays for training, Area Games or State Games, all monies are used to serve the mission of SOID. **Remember, no matter what the level of funding, athletes benefit from funding at every level.** (For additional information on Who Pays For What . . ., see appendix D.)

Section 2

WHERE DO I START? Getting on your fundraising feet

LOCAL PROGRAM GENERATED FUNDRAISING

A. PLANNING

The first step in fundraising is to decide what you need to raise money for, how much money you need to raise, how you are going to do it, and what your timeline will be. Take some time to determine your goals. Get together with some folks from the Local Program to determine what your needs are.

Start by figuring out exactly what it is that your Local Program needs. Do athletes need uniforms? Do you need bowling center rental fees? Do you need to raise State Games registration fees? Do you need to start saving for your end-of-year celebration? Make a list of everything you can think of. Next, prioritize those needs. If your athletes have uniforms that still look good and function well, you may not want uniforms on the top of your list. Maybe you don't have much money in your account, but know that State Games registration fees will soon be due. You may want to slide that need to the top of the list.

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- Local Program Wish List
- ? State Games Registration Fees
 - ? Equipment
 - ? Training Venue Fees
 - ? Uniforms
 - ? Celebrations
 - ? Transportation
 - ? Rainy Day Savings


Once you have determined what your needs are, you will need to determine how much they will cost. Make sure to list accurate dollar amounts (include such costs in your budget as shipping and transportation/mileage.) Remember that you may solicit both cash and in-kind donations. If you plan to solicit a donor to contribute baseball jerseys, make sure to note the monetary value of the donation. Always utilize an in-kind donation form for full recognition to the donor. For questions on in-kind donations contact the Special Olympics Idaho Director of Finance.

"Ripple Effect"

Now you know what you need and how much it will cost. Next you need to make a plan. How are you going to secure that funding? Who are you going to approach? The "ripple effect" principle becomes important at this point. Hypothetically, stand at your back door. Look out your door at your neighbors, family, friends and local businesses. Do the same at your front door and both side doors. You have now answered "Where do I start?" You have started with the people who are the closest to you, your inner circle. Next, you make circles around those people. Go to the people who your inner circle recommends. Build off those relationships. Eventually you will notice the "ripple effect." The effect is just like when you throw a pebble into a pond. The initial impact is in the middle, but then quickly and easily spreads into outer rings.

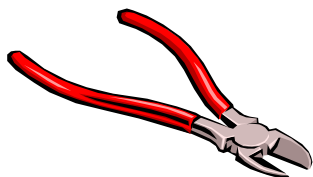
Portfolio

You have determined what you need and whom you are going to approach. Now you need to put it into action. It is recommend that you map out your course of action. Assemble a portfolio that carries all your fundraising information. Your portfolio will help you to visualize your goals, stay on track and realize fundraising success. Pack it all into a binder, or store data in a computer file.

<u>Fundraisin' Fran</u>	
What should I put in my portfolio?	
Goals- what	
Objectives- how	
Contacts- who	
Calendar- when	
Local Program Management	
Team list	
Follow-up journal	

Methods

You have already set goals, determined needs and listed contacts. Next you need to determine which methods you plan to use. This handbook is built around two methods. The first method is the "one-on-one" method which relies on making an initial contact with a letter and then is followed up by an in-person meeting. The second method is to hold an event. Both methods have great potential. By building a strong fundraising team around you, you will likely be able to utilize both methods.



B. FUNDRAISING TOOL BELT

So you've got a plan. You are feeling inspired to start raising some funds, but you need some tools. Listed below are some tools that you will want to keep in your fundraising tool belt.

<p style="text-align: center;"><u>Fundraisin' Fran</u></p> <p style="text-align: center;">What should I put in my fundraising tool belt?</p> <p style="text-align: center;">Local Program Fundraising Coordinator</p> <p style="text-align: center;">Calendar</p> <p style="text-align: center;">Letter</p> <p style="text-align: center;">Meeting</p> <p style="text-align: center;">Follow-up</p>

Local Program Fundraising Coordinator

You don't have to do it alone. Chances are you will have greater success if you delegate responsibility to someone with some "can do" and "will do." Ask around at practices, meetings and events. Find out who is interested in helping out with fundraising. Look to family members, community members, or even coaches who might be interested in wearing a different hat. No rule says that you have to restrict yourself to one fundraising volunteer. The more the merrier! However, you will want to delegate leadership to one volunteer. It helps to have only one key contact person, the Local Program Fundraising Coordinator (LPFC).

Take the time to talk with your LPFC. Make sure that he or she understands their role. It is recommended that you provide all members of the Local Program Management Team with a job description (see appendix E for Local Program Fundraising Coordinator Job Description). Include the LPFC in the planning process. Brainstorming sessions are great for creating some dynamic ideas. Work as a team to prepare your fundraising goals, schedule and follow-up, then trust your LPFC to do their best. Schedule periodic get-togethers to ensure progress. Assure the LPFC complete participation from Local Program volunteers and athletes when required.

Calendar

Now that you have someone in charge of fundraising you can work as a team to lay down the groundwork. Let's start by constructing a fundraising calendar. It is recommended that scheduling fundraising be on an annual basis. Even if you are a one-season Local Program, you can actively fundraise throughout the year. Calendar tips to keep in mind:

- ✍ Do not over schedule your Local Program's fundraising activities. Remember that most athletes and volunteers lead full and busy lives outside SOID: be mindful of that schedule. You do not want to over burden or "burn out" your fundraisers.
- ✍ Keep seasons in mind. Be creative with your schedule. Why not hold a holiday-theme fundraising event in November? Take advantage of the warm summer months to organize a fun run event.
- ✍ Be sure to include Chapter-generated fundraisers in your calendar: they make effective supplements to your local efforts.
- ✍ Check the SOID website calendar of events to avoid scheduling over a ready-made event.

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Cool Event Idea...

Who doesn't love a little holiday cheer? Why not hold a holiday sing-athon at your local grocery store, bank or department store? Supply song books for all athletes, family members and volunteers. Encourage those with instruments to join in. Set an empty guitar case in front of your group to encourage donations.

Deck the halls!

A calendar will keep you ahead of the game. By taking a glance at the next year, it will be easy to pick and choose the activities in which your Local Program wants to participate. Creating a calendar will help you avoid last minute panic when cash is short.

Local Program Fundraising Sample Calendar (hypothetical)

	Event	Contact	Location	Participants	Start Date	End Date
January	P & G	Jane Doe LPFC	Walgreens	Jane Doe & Walgreens	28-Dec	31-Jan
February	Why not take a much deserved break this month?					
March	Annual Donor Development Campaign	Jane Doe LPFC	Varied	Jane Doe LPFC	March	May
April	Law Enforcement Torch Run	Jane Doe LPFC	Varied	Local Program	1-Apr	15-Apr
May	Annual Spring Cleaning Yard Sale	Jane Doe LPFC	Eastern City Park	Local Program	15-May	
June	Take the month off					
July	Organize Auto Raffle Efforts	Jane Doe LPFC	Varied	Jane Doe LPFC	1- July	31- July
August	Auto Raffle ticket sales at county fair	Jane Doe LPFC	Eastern Fairground	Local Program	12-Aug	15-Aug
September	Auto Raffle ticket sales at back to school fair	Jane Doe LPFC	Eastern Middle School	Local Program	3-Sep	3-Sep
October	Auto Raffle ticket sales at Albertsons	Jane Doe LPFC	Albertsons	Local Program	10-Oct	10-Oct
November	Holiday Sing- Athon	Jane Doe LPFC	Buy-A-Lot Department Store	Local Program	28- Nov	28- Nov
December	P & G	Jane Doe LPFC	Walgreens	Jane Doe & Walgreens	28-Dec	31-Jan

Letter

You will make most of your initial fundraising contacts either in person or by letter. It is recommended that you use one of these two methods for best results. It is not recommended to begin the donor/Local Program relationship with a phone call. Potential donors will appreciate a hard copy with who, what, where, when and how details.

Start by sending a letter. Within two weeks of sending the letter, follow up with some personal contact. Remember: no method is more powerful than the face-to-face. Phone calls are fine after this point as a great way to "keep in touch."

How should I write my letter?

- ✍ Be specific. A long, drawn-out letter usually ends up in the round file. Keep your letter to one page.
- ✍ Tailor the letter to fit your specific request. If you want volunteers, don't start by asking for donations.
- ✍ Open with some information about SOID and your Local Program. Who do you serve, how many athletes/volunteers, which sports does your team participate in?
- ✍ Be up front. Come right out with the purpose of your letter. Declare that you are asking for support.
- ✍ Let the donor know where their money will go. Donors like to know that their money supports the program (training, uniforms, facility fees, equipment costs). They do not like to think that their money supports administration (copies, mailers, publications).
- ✍ Set up for the follow-up. Let the donor know that they will be contacted within two weeks to confirm their participation.
- ✍ Use happy, feel good words: inspiration, greatness, community, unity, friend of the program, pride, joy, self-esteem, tremendous. Make the letter "feel good" and fun to read.
- ✍ Never tell a donor that the program will sink without their support. Donors do not want to put their money into a sinking ship. They want to be involved with a vibrant, well-maintained program.

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Adopt-an-Athlete

How about having an official athlete sponsor? Ask a business to fund all, or a portion of, an athletes activities. Ask them to "Adopt-an-Athlete." Let the sponsor know the cost breakdown per each athlete. Adopted athletes will help thank their sponsor with a personal appearance and thank you card. That is a slick way to take care of all of one athlete's fundraising needs in one fell swoop!

Sample Letter

December 26,2003
Jon Doe
123 Anywhere Lane
Anytown, ID 11111

Dear Friend of Special Olympics Idaho,

Special Olympics Idaho provides year-round training and competition in 13 Olympic-type sports, in three seasons, throughout the State of Idaho, to children and adults with mental retardation. At the Local level, the Boomtown Broncos provide training and competition in aquatics, bowling and snowshoeing to 35 athletes. Our athletes not only have fun and make great friends; they gain tremendous athletic and life skills, increased self-esteem and a wonderful sense of accomplishment and pride. Athletes participate alongside friends, family, volunteers and the community to make incredible things happen.

We are calling on involved community members like you to help our program grow and thrive. All Special Olympics Idaho athletes participate free of charge, thanks to the generous donations and support of Idaho individuals, businesses and foundations. Your donation will help provide the Boomtown Broncos with uniforms, sports equipment, practice location rental fees, travel money and celebration events.

Pledge your support today. Help to make Special Olympics Idaho and the Boomtown Broncos the best yet. Together we can help the athletes to Inspire Greatness!

I will call you within two weeks to set up a time to meet with you. If you have any questions in the meantime, please contact me, Jane Doe, to declare your support and to find out more about Special Olympics Idaho and the Boomtown Broncos.

Thank you for supporting your community and the Special Olympics Idaho Boomtown Broncos!

Your name
Title
Contact information

Letter follow-up

You've sent the letter. You have waited no longer than two weeks. You are ready for a little face time. Here are some tips to help make your meeting a huge success. Always keep in mind that you are part of an organization that makes people happy. SOID provides tremendous opportunity and richness to athletes with mental retardation. The joys of the program are easy to talk about. The excitement and sense of partnership are easy to build. If you become a bit nervous about asking for support, remember the greatness that the program generates. Remember, it's all about the athletes.

What's in it for me?

No doubt a donor will ask you this very question. Be prepared to answer. These suggestions may help you in this potentially awkward situation...

- ✍ Recognition. Offer to display products/publications at your event. Offer to give the donor space in the next Local Program newsletter. Make a banner with the donor name to hang at the event. Publicly thank the donor at a Local Program event.
- ✍ Reputation. The donor will receive the added benefit of a "friend of the community" image. This image is usually followed by increases in business for business owners. For non-business owners, they can still enjoy a favorable reputation amongst friends and neighbors.
- ✍ Share the benefit to athletes. Donors can have the satisfaction of knowing they have touched the life of an individual with mental retardation. Offer examples of athlete personal growth. "Jimmy really came out of his shell after he started swimming with the team." "Sarah has made so many new friends. Her social life has really blossomed."

Meeting: Getting a little face time

- ✍ Set a time to meet. Respect the potential donor's busy schedule. Call ahead to set up a formal appointment. You will be well served to have his/her undivided attention. Specify the amount of time that you would like and then stick to it. If you say ten minutes, mean it. If the potential donor does not have time to meet right then, confirm a meeting at a later date.
- ✍ Remember to represent the program in a professional manner. Wear clean and neat clothing. First impressions are huge. Show your pride in the program.
- ✍ Be ready to supply information on the program (just in case it is requested). Things to keep handy include a practice schedule with location, program brochure, testimonials from proud athletes, families and donors, scrapbook and picture album.

- ✍ Speak highly of the program at every level. It is important to present teamwork within the organization. A potential donor will not be likely to support the program if they sense trouble within the organization.
- ✍ Bring along a member of your Local Program. Whenever possible, include an athlete in your meeting. There is no question that our athletes represent the program better than anyone. Encourage the athlete to bring along a scrapbook or photo album. Or, perhaps the athlete would like to share a meaningful SOID story.
- ✍ Close the deal. By the end of the meeting, confirm a donation. Remember that a donation may be monetary or in-kind. A donor may offer cash or may offer baseball hats. If the donor does not confirm a donation, try to get them involved in another way. Invite the donor to an event and encourage volunteerism.

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The single biggest reason a donor doesn't give is because they weren't **asked**.
The single biggest reason a donor doesn't give twice is because they weren't **thanked**.

Follow-up: How do I maintain the relationship?

- ✍ Thanks, thanks and more thanks! All you have to do now is confirm receipt of the donation and send along your Local Program's sincere thanks. Prepare a thank you that represents your Local Program. Have a group photo taken, then convert it to a thank you card, or, make a collage of Local Program photos to send with a thank you card. Make sure that everyone on the Local Program signs the card. Make it personal. Make copies of the card for use in the future. Ask an athlete or two to present the thank you item to the donor.
- ✍ Keep the donor involved. Make sure they receive invitations to practices, events and relevant celebrations. Be sure they receive a periodic Local Program or Area newsletter so that the program is always fresh in their mind.
- ✍ Reciprocate the kindness. Frequent the businesses that contribute to your Local Program and encourage athletes, volunteers and families to do the same. Stop by to say "hi" to the donor.

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Contact your local service or civic organizations. Ask them to hold a fundraiser on behalf of your Local Program. Why not donate proceeds from a pancake feed or spaghetti dinner? Remember... these guys are around to do good things!

Try these... Lions Kiwanis Rotary Civitans Elks

Keeping Track: The Follow-Up Journal

In order to keep track of all of your fundraising successes, it is recommended that you keep a fundraising follow-up journal. “What should I keep track of?” Good question. The following list will help you with the basics.

- ✍ Dates. Keep track of the dates that you sent letters, made phone calls and had meetings. This will help you to not duplicate your work and to avoid missing commitments.
- ✍ Successes. Keep track of all donations including money, product and time. These details will help out when you are developing your fundraising plan for the next year. If Jon Doe gave \$100 last year, maybe you can try for \$125 this year. If a club donated many volunteer hours, be sure to contact them for future volunteer events.
- ✍ Not so successful efforts. You definitely want to keep track of the contacts that didn’t go anywhere. Note the reasons the “ask” was refused. You may want to rework your approach for next year. Or, you may want to take this person off your contact list.
- ✍ Meetings. Ask your LPFC to bring along their follow-up journal to your periodic meetings. You will be able to monitor fundraising activity quickly and easily.
- ✍ Training. If your LPFC has to resign from their post, you will want to use the follow-up journal to train their replacement. Useful documentation helps to avoid the “re-inventing the wheel” syndrome.

This information can be kept hard copy in your portfolio, or can be stored in a computer file. Be sure to back it up if you decide to store it in your computer!

CHAPTER OFFICE GENERATED FUNDRAISING

Section 3

“TURN KEY” OPTIONS

You are not alone in your fundraising efforts. Every year the Chapter staff works hard to plan many fundraising events throughout the state. The majority of events planned are made available to Local Programs. We call these events "Turn Key" because they could not be any easier. Some of the events

are open to an unlimited number of participants. Others are available on first-come, first-served basis. Revenue sharing opportunities are event specific and will be thoroughly explained to you before you decide to participate.

These "Turn Key" events are an easy way to engage your Local Program in the fundraising process. Simply refer to your event calendar, confirm volunteer and athlete participation, make contact with the event organizer, confirm the date, make sure your Local Program is organized, show up, make some money and have fun!

Following is a brief description of each of the "Turn Key" events with information including name of event, dates, description, methods and earning potential. The events are presented chronologically, not in order of importance. All Chapter office generated events are subject to change.

✍ Procter & Gamble Campaign

Season: winter

Description: Every year SOI, pairs up with Procter & Gamble to raise funds and awareness for Special Olympics programs. Tools used include shelf talkers and "Champions of Greatness" paper icons that resemble athlete medals. The shelf talkers, icons and supporting materials are distributed from the Chapter to Areas and Local Programs each fall for use as fundraising tools.

Methods: Chapter staff, Area Directors, Local Program Coordinators, volunteers and athletes ask local businesses that carry Procter & Gamble products to partner with SOID to raise funds. Businesses agree to display shelf talkers near Procter & Gamble products to draw attention to those products. They help the community know that Procter & Gamble supports SOID athletes. The shelf talkers have also been shown to increase product sales. Procter & Gamble donates ten cents for each of its featured products sold during the month of January. Work with the participating store to throw events highlighting Procter & Gamble products. Some events include car washes, bake sales and Charmin toilet paper free-throw contest. Get creative.

The icons are made available at the point of sale. Customers detach the medal portion of the icon at the perforation and write their name on the line marked "proud supporter." The store clerk scans the icon

barcode. \$1 for each icon is added to the customer's sale. That \$1 is donated directly to the Chapter, Area or Local Program. Procter & Gamble matches the donation dollar-per-dollar at the beginning of each year. Help the store promote the event by suggesting a Wall of Champions where donated icons are displayed. In order to keep accurate records of funds raised, the Chapter office provides participating SOID members with easy to use tracking forms.

Procter & Gamble ends its participation on January 31, of each year. After that time, SOID continues to distribute icons to local businesses, but the scope becomes much broader. Businesses that do not carry Procter & Gamble products can be contacted after January 31, and throughout the rest of the year. For example, you can contact your favorite bank, restaurant or bowling center. These businesses can display the icons at each point of sale. Customers may purchase the icons for \$1 as before. The clerk does not scan the icon, however. The business simply agrees to keep a separate fund with earned SOID donations. The Local Program will periodically collect funds at each of the participating businesses.

Earning Potential: The revenue share differs throughout the year. January 1-31, Procter & Gamble matches donations dollar-per-dollar. So, each dollar donated by a customer is matched by another dollar. \$1 easily becomes \$2. In addition, each Procter & Gamble featured product sold in participating stores, between January 1-31, earns an extra ten cents.

After January 31, the Local Program receives \$1 dollar per each icon sold, however, Procter & Gamble doesn't match the funds raised. That is not to say that participating businesses would not be interested in matching donations. For example, explain to the bank manager how much further the donations could go if the bank pitched in \$1 for each icon sold.

As the guidelines for the Procter & Gamble campaign change each year, updated information will be discussed at the Leadership Luau in November.

☞ Law Enforcement Torch Run

Season: Year round

Description: The Law Enforcement Torch Run (LETR) is an international series of torch relays run by law enforcement officers, leading up to each state's or nation's Special Olympics Summer Games. LETR is Special Olympics largest grass-roots fundraiser and public awareness vehicle. In 2002, this international event raised more than \$20 million for Special Olympics programs. Nearly 85,000 law enforcement officers have carried the Flame of Hope around 50 states and 34 nations raising awareness and funds for Special Olympics. Thousands more supported the runners' efforts through "Adopt-A-Cop" runner sponsorships; local fundraising events such as the restaurant program "Cops & Lobsters" and Torch Run T-shirt (400,000 shirts) and other merchandise sales to fellow law enforcement officers, families, friends and the public.

In Idaho, the LETR collaborates with the LETR Liaison in the Chapter office to provide effective fundraising opportunities. These include "Cops & Lobsters", "Tip-A-Cop", Penguin Plunge, CARQUEST, and LETR T-shirt sales.

Methods: The SOID Director of Communications is the LETR liaison. The Torch Run Council and Director of Communications work together to plan all the aforementioned events. Once the events have been developed and confirmed, details are distributed to the field for participation. Here is a brief outline of the methods for each separate LETR event.

All events, except for T-shirt sales, are provided on first come, first served basis. Each Local Program must sign up early with the Chapter office to guarantee participation. Events are broken up into shifts in an effort to provide the widest scope of event participation. Revenue sharing is determined on an event by event basis and all events are subject to change according to LETR Council decisions and likely will change on an annual basis. Revenue opportunities will be shared with you up-front so that you may make an informed decision about your fundraising needs. Funds earned are not available at the event. Rather, they must pass through the Chapter office for bookkeeping purposes.

"Cops & Lobsters": Each year, several "Cops & Lobsters" events are held around the state. Law enforcement officers and Local Programs work together at these events. Law enforcement officers

serve meals at participating Red Lobster restaurants. All tips earned by law enforcement officers are donated to the LETR fund. Local Programs participate as "Cops & Lobsters" T-shirt sellers and program ambassadors. Local Programs earn the net profit for all "Cops & Lobsters" T-shirts sold by the Local Program. Law enforcement officers also sell T-shirts at dining tables. Those T-shirt net sales are deposited into the LETR fund.

"Tip-A-Cop": This event is similar to "Cops & Lobsters" with two exceptions: 1. it is not held at Red Lobster. 2. LETR T-shirts are sold by law enforcement officers and Local Programs, instead of "Cops & Lobsters" T-shirts. It is important to remember that Tip-A-Cops are LETR events and should be driven by local law enforcement agencies. If there is not currently a Tip-A-Cop in your area and you would like to help coordinate one, please contact the Director of Communications at the Chapter office.

CARQUEST: CARQUEST is the official international LETR partner. Each year CARQUEST retail outlets participate in LETR fundraising through merchandise sales and special events. CARQUEST outlets may offer special events to Local Programs as a way to earn funds. In the past, these events have mainly consisted of "Open Houses." At an "Open House," Local Programs sell food and beverages at their local CARQUEST retail outlet. All food and drinks are donated by CARQUEST. Participating Local Programs earn all proceeds from the food and drink sales. Proceeds from LETR merchandise sold by Local Programs will be distributed to Local Program accounts as determined in advance by the parties involved. Be aware that the details of these events vary according to the CARQUEST retail outlet's individual plans and LETR participation.

LETR T-shirt sales: T-shirts provide significant earning potential for Local Programs. Local Program members may request a sample T-shirt from the Chapter SOID Director of Communications. Use this sample T-shirt to help collect T-shirt orders and place those orders through the Director of Communications. Local Programs receive the net proceeds for all T-shirts they sell. A limited number of shirts are ordered each year and orders are filled on a first come, first filled basis so it is important to submit your orders early and often!

Penguin Plunge: The LETR Penguin Plunge is an exciting event that occurs the first Saturday in February at the Nampa Wal-Mart. Participants must raise a minimum dollar amount for the privilege of

walking the plank into a swimming pool full of ice water! This is great fun and an easy fundraiser for Local Programs, the revenue share is 50%. For example, Suzy Cuhl raises \$300 on behalf of the SOID Icebergs Team. The Icebergs would earn \$150 and LETR would earn \$150 to help offset the cost of holding the event. (A similar event is held in Area 1 each year, contact the Area Director for more information.)

Future LETR Events: We are always planning new events and love working with Local Programs to make these events successful for everyone. Some events in the works are fire truck pulls, mud volleyball tournaments and a golf tournament. Contact the Director of Communications in the Chapter office for more information on becoming involved with LETR events!

☞ *Go For the Gold Auto Raffle*

Season: TBD

Description: Each year SOID raffles a vehicle. The auto raffle is one of our most successful events. The majority of Local Programs participate in this easy money-making venture. Tickets sell for \$5 each. Chapter, LETR, Area and Local Programs sell tickets, as do participating Idaho businesses. Areas and Local Programs earn a percentage for each ticket they sell, a percentage is returned to Chapter to cover event expenses. The auto raffle winner's name is drawn at a special event coordinated by Chapter.

Methods: Local Programs request tickets from Chapter. Participating sellers must complete ticket-tracking paperwork. Each seller is responsible for all tickets that he/she requests. All tickets not sold must be returned to Chapter. Ticket requestors, usually the LPC, are charged for each ticket not accounted for. Local Programs can participate in Chapter-planned auto raffle events and/or they may choose to plan their own events. Example events include: selling tickets outside your local grocery store on a busy Saturday, or at your annual county rodeo or county fair. Distribute tickets to all members of your Local Program. Encourage them to sell their tickets at their schools, places of employment, churches and/or social clubs. To motivate sales, plan a Local Program contest. Award the highest seller with a prize or honor.

Many Local Programs are creative with their auto raffle sales tactics. Some Local Programs contact local auto dealers to request the loan of an auto identical to the one being raffled to use at event show-n-tell. Auto dealers are receptive to this as a means of free advertising. Encourage the dealer to post dealer advertising on the auto and to supply you with dealer flyers and business cards. The dealer may even want to pitch in some giveaways for name recognition.

Section 6

BEST PRACTICES

A. DOES FUNDRAISING REALLY WORK? Collection of tips from the field

✍ “One of the best fundraisers I have been involved in was selling gourmet popcorn door to door. With the right promotion, every home is an automatic order (sell). I saw one cub scout pack make over \$10,000 sales in one week’s time. The company is Trail’s End out of Las Vegas. The good thing about this one is that the athletes themselves can do the soliciting (with supervision)”

Ken Wright, LPC

Idaho Falls Adults

✍ “We have three very successful fundraisers throughout the year. First is a spaghetti dinner. We sell T-shirts, and many of our supplies are donated. We also do a cookie dough sell from Red Apple, and a haunted house around Halloween. The haunted house is our most successful event”

Marcy Howell, LPC

Blackfoot Dragons

✍ “We gathered things from local businesses like gift certificates or actual items and had a raffle; we raised over \$500. We have also sold "Ewe View" candles; with a 40% profit from each candle sold. I have a notebook full of companies who give you all the instructions and materials for their fundraisers. It's pretty easy. We are going to have a yard sale this month, and take part in most fundraisers offered by the Chapter office. I got two separate \$200 donations from my place of business; a lot of companies have a charitable donations fund and all you have to do is ask. (Check the “Chapter Donor” list first.) I believe in the premise that everybody knows somebody, and

whether that somebody owns a store and can donate something, or works for a company that can donate something, or knows a friend of a sister-in-law.... you get the picture. That's been our experience!"

Kristie Peterson, LPC

Treasure Valley

- ✍ “Spook House has definitely been our best event! After expenses we made \$2,000. First, we found a scary, vacant house. The owner agreed to donate the space for the event. Next, we made up fliers and posted them all over the county. Then volunteers and families worked together to make the house super spooky. We held the event Friday and Saturday nights for 4 weekends, including Halloween, from 7:30-midnight. We charged \$5 a person for entry fee.”

Marilyn DeGiulio, former LPC and Coach, current friend of the program

Blackfoot Dragons

- ✍ “I look at fundraising in three different pieces; the big picture, the little picture and the bottom line. Of course, the best event scores high in all three.

Big Picture: How will the event represent the athletes and the organization? Does it bring in favorable publicity? An event may bring in more favorable publicity than it does money. Sometimes that is okay. If it helps to spread the word, eventually the money will follow.

Little Picture: How will the event involve the athletes? Will they be able to participate? Will they be honored?

Bottom Line: Time vs. payoff. Will the event bring in enough money or publicity to make it worthwhile? Consider the time it will take to plan and execute the event.

We also seek businesses that are required to provide community outreach. For example, some restaurant franchise owners are required to provide a certain number of community outreach opportunities. Organize a luncheon at a local restaurant (maybe they are normally closed for lunch and happy to open up for a special event). You can promote the event to the public. Invite the public to the Special Olympics Idaho *Local Program* Luncheon. Charge \$12 a head, and offer \$5 to the restaurant owner. That’s an easy \$7 to the Local Program. The earnings add up fast.”

Lonnie Soderberg, LPC, Alpha Olympians

✍ “A couple of years ago we held our first Swim-A-Thon. 14 athletes participated. The athletes gathered sponsors by asking friends, families and familiar neighbors. We held the event at one of our regularly scheduled Wednesday night practices, that way the team did not have to set aside an extra day. The team swam a total of 200 laps in ½ hour and raised \$800. One athlete raised \$200 alone! The event was great because athletes were involved with the whole process and had a real sense of ownership.

This year one of the athlete’s parents is holding a raffle at her work. The team worked to secure awesome donations including golf course passes, YMCA passes, dinner for two and a teeth bleaching kit.

I also just gave a presentation at a dental insurance company. They donated \$1000 toward the Special Smiles events. If you don’t ask, how do you know? You have to always keep your feelers out and open!”

Jennifer Clayton, Head Aquatics Coach and Special Smiles Coordinator
Boise Community

✍ “Participate with a vengeance on those fundraisers that are made available to you!”

Dave Wisenor, Local Program Coordinator
Ghostbusters

Section 5

LET’S SUM IT ALL UP...

What do you think? Do you have your fundraising legs yet? You are probably thinking that fundraising is not as difficult or scary as you thought it was. Let’s briefly review the basic points that we covered.

- ✍ You now have some good program background information to use as speaking points or in letters.
- ✍ The mysteries of the SOID acronyms have been dispelled. You will be a regular pro with the terminology. Remember to use the full term, however, with someone who may not be familiar with our lingo.

- ✍ You have been given some groundwork for how to get your Local Program fundraising efforts planned and moving forward.
- ✍ How about that tool belt? What more could you need to feel confident in the world of grassroots fundraising?
- ✍ You are not alone. The Chapter office has provided you with numerous easy and successful money-making opportunities. It is up to you to use them.
- ✍ Great ideas from the field. Thanks to a few of our very own SOID fundraising masters you learned about some great events to use in your area. Submit your ideas for next years revised edition of *Fundraising Made Easy*.

Now you have some good, sound methods to get you started. It is time to tighten up those bootstraps and have at! Best of luck in your fundraising endeavors. Feel free to contact your Area Director or a SOID staff member with questions or if you need a little support. All of us at SOID look forward to hearing of your successes. By sharing ideas we can build a stronger community of effective Local Program fundraisers. Now, **“show me the money!”**



Fundraisin' Fran

I have sure had a great time sharing my love of fundraisin' with you. I hope that you will enjoy it as much as I do. Remember, you have what it takes to raise funds, you just need to get out there and practice.

Have fun and good luck!

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