

Additional Fundraising Tips



Guide Dogs
of America



Tender Loving
Canines

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Fundraising can sometimes seem confusing, even scary, but it does not need to be. Great fundraisers are not born; they are made. You too can become a great fundraiser! Everyone starts off feeling confused and awkward, but we are here for you.

To assist you with your fundraising, we are providing some important statistics about recent Guide Dog of America's fundraising events. This will help you with pricing, entry fee suggestions and the number of attendees. Keep in mind, there were also raffles and other things to help raise additional money. We hope that you will find it helpful in setting up your event. You will see that prices range because it depends on what they think people are willing to pay.

Event	Price	Description	Attendees
Golf	\$200	Golf, breakfast & lunch	90
Golf	\$150	Golf, lunch & dinner	150
Golf	\$95	Golf breakfast & lunch	130
Golf	\$90	Golf, lunch & dinner	150
Motorcycle	\$50 rider \$35 passenger	Ride & dinner	40
Motorcycle	\$35 rider \$15 passenger	Ride & lunch	100
Motorcycle	\$15 rider \$10 passenger	Ride & lunch	100
Motorcycle	\$15 rider \$15 passenger	Ride & lunch	50
Poker	\$40	Poker & snacks	80
Poker	\$40	Poker & snacks	40
Poker	\$20	Poker & snacks	75
Clay	\$125	Shooter, ammunition, lunch	80
Clay	\$80	Shooter, ammunition, lunch	75
Clay	\$50	Shooter, ammunition, lunch	150

Budgeting is a major component of an event. Set a ticket price too high and your attendance may suffer; or the price barrier will further drive up your marketing costs as you work to reach a larger audience! Set a ticket price too low and it will be impossible to breakeven. In other words, you need to strike a balance between "reasonably priced" and "budget friendly." Know your audience and set your goals accordingly.

Fundraising Event Checklist

Three to Six Months Before Event

1. Choose Event Type

When spending money, always ask yourself “does this add value, and will it help with my ultimate goal of raising funds”?

- ie., sometimes a cheap entertainer will add just as much value as a top billing expensive entertainer
- Will it Engage our audience?
Will it Extract money for our cause - without leaving guests feeling nickel-and-dimed?

2. Notify Guide Dogs of America of the Event

3. Send Save the Date notices

Six to Eight Weeks Before Event

1. Begin planning event structure

Schedule of events

Preliminary mapping

- Where will everything go and when will they happen?

2. Decide on event food and beverages (including cost per person), entertainment, etc.

Recommendation for lunch \$8 – \$15

Recommendation for dinner \$12 - \$20

Choose food type: buffet, snacks, plated meal

Beverage's

- Cases of water are always great to have on deck
- Will you need extra supplies for beverages?
 - Cups, Ice, Buckets, is this stuff the venue will have for you?
 - Costco or Sam's club are great for picking up bulk cases of soda

Choose event speaker(s) on behalf of Guide Dogs of America

- Contact Guide Dogs of America for possible local graduate or staff
- Contact DBR or GVP

3. Appoint a host committee

Coworkers are a great support system

Pick at least one person that you know is well connected within the local community; this will help sell tickets, procure sponsorships, etc.

Pick at least one person that is well connected to the activity of your event, if it is a motorcycle run for example, having someone that rides motorcycles on your committee will lead to great advice regarding the event, and bring in friends of his that ride.

4. Design invitations, flyers, programs

We can provide samples if you would like and they can be digital or printed

5. Print up tickets and deliver to host committee

6. Set up catering, entertainment (music, band and comedian), parking, tents, chairs, etc.

Keep cost and audience in mind

Does not need to be extravagant; they are here for the cause

Talk with caterer to see if there is a minimum number of plates, you need. Communicate with the catering company to see if your number is adjustable and agree when they need final numbers. You may plan for 150 people and only sell 100 tickets, you don't want to pay for 50 plates that you don't need. You may also oversell and need 50 extra plates, you never want people to go hungry at your event.

Tie into the theme of your event

7. Solicitation for donations for prizes and raffles

Local businesses like restaurants are great at donating gift cards

- We can provide you with our Tax ID and a letter of proof for our non profit if the businesses require one
 - Local grocery stores are also great at donating gift cards, \$25 here, \$25 there can help you save money on supplies you would have otherwise purchased.
 - Barter! Maybe a company is not willing to sponsor your event, or donate, but you can promise them signage at the event in return for a donation.
8. Extra fundraising ideas to generate money
50/50 raffle, wildcard auction, and/ or a lotto tree raffle
Don't be afraid to ask, hype up the raffle tickets and donations, stress that it is for a great cause. Your voice and passion is what will drive donations.

Four to Six Weeks Before Event

1. Send invite (flyer, mail, or email)
Contact host committee to check progress
Make personal calls to solicit attendees and to have them tap into their resources
Flyers (is there a list you can send on email or post on social media, maybe post in established business with heavy traffic)
Social media
 - Create a facebook event (Guide Dogs of America staff can assist if needed)
 - Encourage attendees to share your posts
 - Post updates about your event on social media. This will help you retain attendees over the years.

Two to Three Weeks Before Event

1. Contact host committee to check progress and make follow up calls.
2. Make personal calls to solicit attendees
3. Decide on decorations for event space (keep cost down)
DIY, balloons, streamers go a long way, also check with venue if they already have items you can use
4. Preliminary event layout (maps are your friend)
Where do people check in and where will the food go

One Week Before Event

1. Contact host committee to check progress
2. Last minute ticket sales

Day Before Event

1. Call caterer and other vendors to confirm
2. Meet with host committee to collect checks or call to check on sales

Day of Event

1. Collect all checks
2. Set up ticket / name tag table
3. Decorate space (if necessary)
4. Take care of volunteers: lunch, drinks, breaks, etc.
5. Remember to thank everyone: volunteers, donors, attendees, sponsors

Week After Event

1. Pay final vendor bills
2. Mail thank you cards

FOR MORE INFORMATION

Contact

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