



Show Me the Money

Creative and Fun Non-Contact Fundraising Ideas

Wednesday, September 23 at 7 pm

Welcome

Presentation materials:

- Download the presentation from the AAUW California website home page.
- The meeting recording, a summary Q&A document and example documents will be posted following the meeting.

Questions:

- Use the Q&A function to pose a question. We'll stop periodically to answer general questions.
- Chat has been disabled.

The screenshot shows a Zoom 'Question and Answer' window. At the top, there are two tabs: 'All questions (1)' and 'My questions (1)'. A red dashed arrow points from the text 'Check here for answers to all questions.' to the 'All questions (1)' tab. Another red dashed arrow points from the text 'Check here for answers to your questions' to the 'My questions (1)' tab. Below the tabs, a question is visible: 'Where can I download the presentation?' asked by 'You' at 09:45 AM. Below this, there is a 'Collapse all (1)' button and a response from 'AAUW California' at 09:46 AM. At the bottom of the window, there is a text input field with the placeholder 'Type your question here...'. A red dashed arrow points from the text 'Type your question here.' to this input field. In the bottom left corner, there is a message: 'Chat has been disabled. Use the Q&A function'. At the bottom of the Zoom interface, there are two circular buttons: 'Chat' and 'Q&A'. The 'Q&A' button is circled in red. A 'Leave' button is located in the bottom right corner.



Show Me the Money

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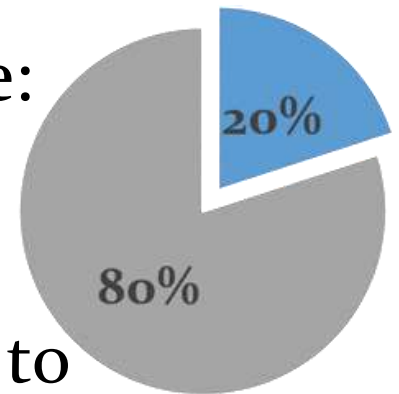
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Non-Contact Fundraising Now

How to find sources of fundraising during this pandemic will be more challenging!

In listening to experts in this field, note:

- 20% of your donors provide 80% of your funds.



But when budgets are stressed you need to provide something of value that makes your donor want to give.

This webinar will give you some ideas on how to accomplish this goal.

What Does That Mean?

No More Bake Sales.

It's time to think outside the bakery box.



The New Normal Means New Ideas!



Tired of home tours and luncheons?
This is the time to brainstorm
something new.

Sure, it's a lot of work. But so were the home tours,
right?

New ideas bring new energy, new people, new
talent and new resources.

Invigorate your branch.

What Could the “New” Fundraising Be?

What could your branch try with its members?

- A Not-So-Silent Auction
- An Untea Party
- Build a Tech Trek Girl
- Flocking Flamingos for Funds
- Share Your Savings
- A Virtual Trip
- Amazon Smile! (Maybe)
- Trick or Treat
- A Grown-up Spelling Bee
- A Non-Event Event



How could your branch reach out to the community?

- Obtain grants
- Expand branch fundraisers to the public

What are the dos and don'ts of fundraising?

A Not-So-Silent Auction



- Select a few great auction items.
- Get member volunteers - assign them to an item - and design a Zoom branch show.
- Focus on creative presentations.
- Funny & silly works - professionals are not required!

A Not-So-Silent Auction

Each presenter showcases their item: display it, sell it! Give its value and bid information.

- The presenters can be in costume, silly disguises, singing - do anything for an appropriate laugh.
- Rehearse before the event!
- Tell participants how to bid!



A Not-So-Silent Auction Using Zoom

- Select items that are visible and of interest to your virtual audience.
- Review a typical bid sheet and think through the pros/cons of Zoom bidding.
- Use the “Chat Room” and time the bids for the duration of the meeting?
- Use email to bid?
 - Give a deadline (a few days? a week?)
 - Send frequent updates on the bidding wars. Keep the momentum!
- Got other ideas? Think it through.



Don't forget: Announce the Winners!



Have an Untea Party



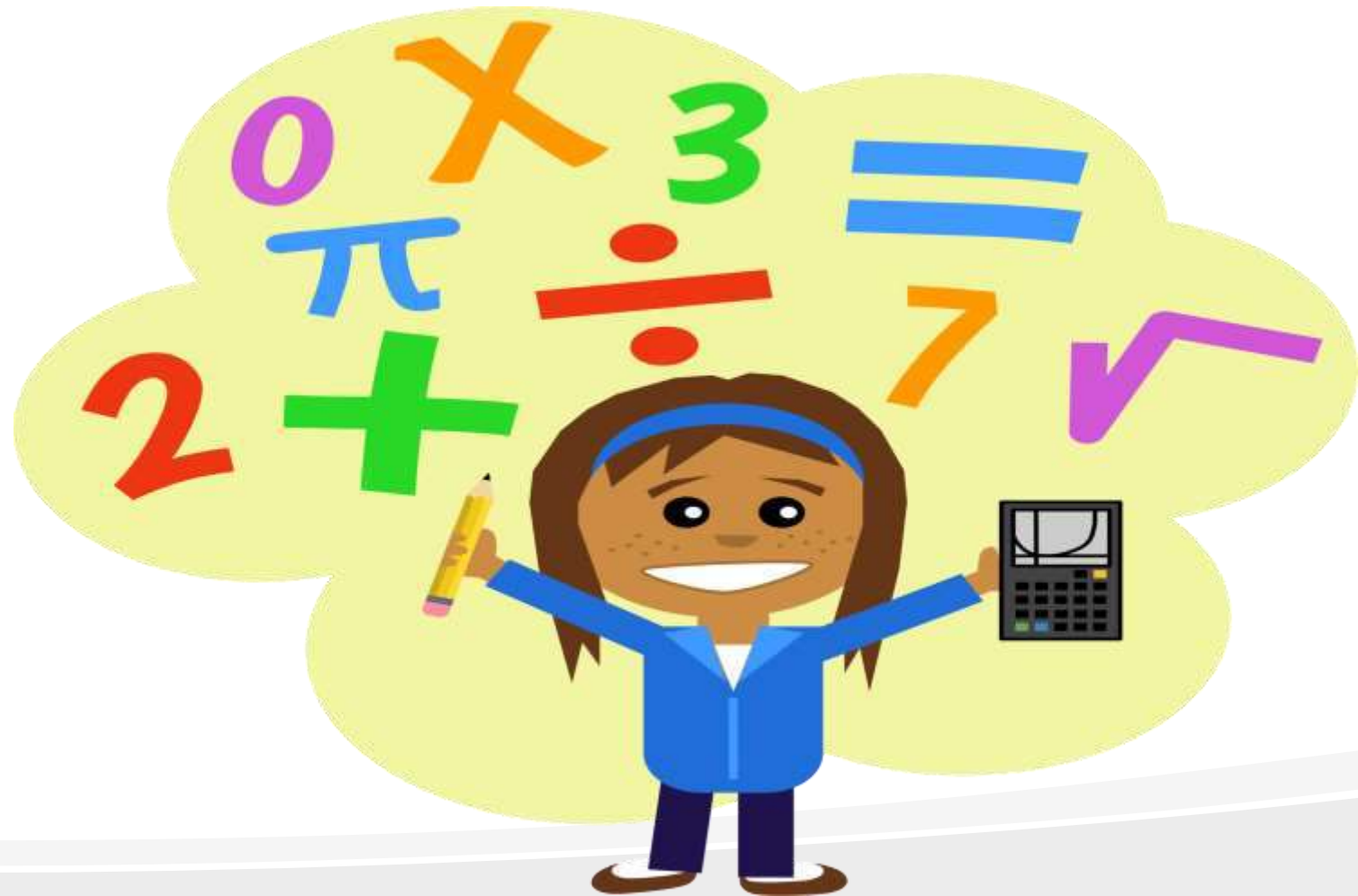


Have an Untea Party

- Pick a theme, like a Suffragist Untea Party or an Alice in Wonderland Untea Party.
- Set donation levels.
- Mail a teabag and a donation form to all members. Perhaps include a return envelope.



Build a Tech Trek Girl



Build a Tech Trek Girl

- To fund a campership, members buy body parts: an arm or a leg for \$100 each, the trunk or the head for \$300 each.
- Special Interest Groups or local businesses could each buy an entire girl to send to camp.



Tech Trek donations are tax deductible when checks are made out to AAUW CA SPF.

Flamingo Flocking for Funds





What is Flamingo Flocking?

The branch purchases a
“Flock of Flamingos.”

- Anyone wishing to surprise a friend/recipient will be charged a fee for placing the flock on the recipient’s lawn overnight.
- Honor someone’s special day - be it a birthday, anniversary, or graduation by “flocking them.” What a fun way to share their joy, and even show their neighbors they have how special they are!



Some Things to Think About

- Confirm that this is allowable by contacting the police department prior to placement.
- Consider charging separately for placement and removal of your “flock.”
- Place a sign stating “You Have been Flocked” by _____ and that AAUW programs will receive the donation.





Share Your Savings

These days we are meeting via Zoom and holding virtual events.

How about organizing a fundraiser around the money being saved on things such as gas, entertainment and dining out?



A Virtual Trip

- Travelers donate by buying airline tickets to go on a virtual trip.
 - Ticket holders depart weekly on Zoom to exotic destinations.
 - “Tour guides” present information on the destination, its history, culture, touristy sites, fun facts, etc.
 - Show photos of the hotel.
 - Play music from that country.
 - Show inspirational videos of scenery, people, etc.
 - Demo a cooking class.
 - Ask your travelers to open their suitcase; show two favorite things to pack.
- Consider upcharges for add-ons:
- Snacks on the flight
 - Hotel upgrades to suites



One member is the “travel agent” to handle the donations and recordkeeping.

Amazon Smile (Maybe)



You can only smile if your branch (or an entity of your branch) is a 501(c)3.

- Register your branch as a charity with Amazon Smile.
- Members sign up for Amazon Smile and pick your branch for their donations.
- Members shop as usual on the Amazon Smile website (has the SAME stuff).
- Amazon donates .5% of the price of eligible purchases to YOUR BRANCH.
- Members shop with abandon during COVID, tell all their friends and family, and you make millions.



Trick or Treat



- Definitely a one-day fundraising event!
- Board members dress in costume and visit members' homes to trick or treat.
- They can ask the board member for a “trick” first, then make a donation.
 - Sing a song.
 - Recite the alphabet backwards.
 - Do the Hokey Pokey.
 - Recite a poem.

Ask for permission first with an opt-in survey of members.
Include an opportunity to send a check instead.



A Grown-Up Spelling Bee or Trivia Contest

- Branch members, friends, outside organizations form teams and pay a fee to play.
- Teams compete to spell words or answer trivia questions.
- If someone misses the answer, they can buy back in with a donation to keep their team alive.
- This is “Zoomable.” Consider break-out rooms.
- Prizes could be:
 - Nothing but glory
 - Members deliver homemade meals to winners.

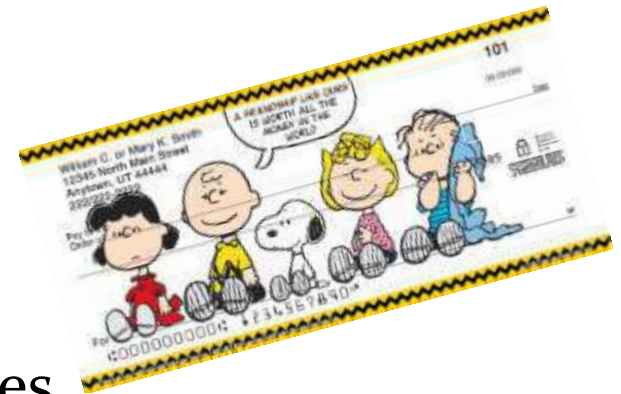


A Non-Event Event

People can donate for NOT doing something, such as a non-marathon.

Members donate to NOT participate.

- Donations are tiered: more money to NOT run more miles.
- Consider add-on donations:
 - NOT buying running shoes.
 - NOT buying Yeti water bottles.
 - NOT getting up at 6:00 am.
 - NOT being seen in exercise clothes.



This is a relief to many who really just want to write a check.

Reaching Community Pockets

Members continue their generosity, but we wanted to expand the donor pool for you.



- Consider sources of grant funding, including community foundations and other nonprofits that must disburse their funds.
 - Look for community-based foundations that raise funds through their own non-profit businesses like a thrift shop.
 - Other sources might be community organizations that host events such as golf tournaments to raise funds for non-profit organizations.
- Check Guidestar (guidestar.org) for information on grant makers for nonprofits.



Open Branch Events to the Public

Consider how to engage non-members in many of the types of events and non-events we have outlined for you.



Many of the creative ideas presented in this webinar could be open to the public such as the ‘Flamingo Flocking’, Not-So-Silent Auction and Build a Tech Trek Girl.



Promote widely through social media and other channels your branch uses.

Fundraising Guidelines

- Fundraising **MUST** be for AAUW National or branch programs.
 - No raising funds for other charities
- Donor Bill of Rights: use of gift in line with donor expectations



Fundraising Guidelines Policy 501 from AAUW National is available on our website.

<https://www.aauw-ca.org/fundraising/>

Fiscal Integrity

- Comply with IRS regulations.
- Use good accounting practices for funds raised, expenses, etc.
- Maintain transparency, e.g. in selection of scholarship winners.
- Include what the funds will be used for on event signs and flyers and promotional materials.



Tax Deductible or Not?

- Donations are tax deductible if they are made to a 501(c)(3).
 - AAUW Funds
 - AAUW CA SPF (Special Projects Fund)
 - College or foundation for scholarships
 - To branch if 501(c)(3)
- How to make a tax deductible donation:
 - Have donor make out check directly to 501(c)(3) entity.
 - Tax deductions for events with ticket sales are more difficult.
- Notes to donors (required for \$250 or more)



Be Aware of IRS and California State Rules

- Sales tax must be collected if selling items.
 - Get Seller's Permit from California Department of Tax and Fee Administration (CDTFA).
 - File sales tax paperwork and pay.
- Careful with raffles
 - Expense must be 10% or less.
 - 50-50 raffles are illegal in California.
 - Paperwork must be filed.
- Events with ticket sales
 - Determine “fair value” of goods and services provided.
 - Donation = Ticket price - fair value.
- Auctions



Miscellaneous Issues

- Should an IBC hold a fundraising event?
 - IBCs are not affiliates of AAUW.
 - It's better to let one of the branches of the IBC do fundraising for it.
- Collaborating with other like-minded organizations is allowed.





Get Creative!

Have Fun !



Questions?



Upcoming Webinars

10/1/2020	<p>How to manage your Speech Trek contest on ZOOM.</p> <p>Learn how to set up Zoom to support your contest. We'll cover recording, managing contestants and judges for a successful event.</p>
10/10/2020	<p>AAUW Fund Luncheon.</p> <p>Meet our 2020-21 AAUW California Fellows/Grant recipients at a virtual "luncheon" which will showcase their studies and goals for the year! There is no lunch included this year and no charge to join the webinar.</p>
10/12/2020	<p>Increasing Gender Diversity on the Boards of Nonprofit Organizations</p> <p>There is a serious gender gap, particularly for women of color, on the governing boards of higher education and healthcare institutions (“eds and meds”), which are among the most powerful and consequential of our nonprofits. Explore the story behind the numbers, discuss why we should care, and consider what you and other stakeholders can do to effect change. Our speakers co-authored a recently published national study on this subject and are members of the Philadelphia-based Women’s Nonprofit Leadership Initiative, which has been working since 2012 to change the numbers in their area.</p>