

# Sample Fundraiser Raffle Announcement

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Fundraising Online, I Sold My House In a Raffle, The Trifle Bowl and Other Tales, How to Raise Money, Fundraising Basics: a Complete Guide, Healthy and Sustainable Fundraising Activities, Money for the Cause, The Complete Guide to Fundraising Management, Fundraising Fundamentals, Fired-Up Fundraising

Search-engine marketing, blogs, personal fundraising pages, and podcasting are just a few of the strategies and techniques outlined in this handbook to assist fundraisers in harnessing the power of the Internet. This guide outlines a step-by-step approach to taking advantage of the e-philanthropy revolution, including a discussion of the pros and cons of soliciting funds on the web and an evaluation of creative business models—from online donor-recognition pages and virtual charity shopping malls to e-commerce and “click to give” sites. Advice on developing a strategic online fundraising plan and a section on how to successfully engage in nonprofit e-commerce, selling goods and services online, order fulfillment, customer service, payment processing, and handling returns are also included.

If you're a home seller wishing to skip the conventional process of listing your home and waiting for a qualified buyer, and you've always wanted to be “rich enough” to help your favorite charity in a big way, your time has come. I Sold My House in a Raffle explains the entire process for homeowners, realtors, and also for the nonprofit director who is open to an innovative fundraising alternative that can provide a sizeable chunk of cash to support the charity. Diane Giraudo McDermott, an advocate of animal rights, couldn't match the incentives building developers were offering home buyers, and buyers interested in her property couldn't qualify for a loan; so she used her marketing background and partnered with a “no-kill” animal shelter and successfully sold her house in a raffle. Inside, you'll learn how to utilize the best marketing techniques, create a winning raffle formula, complete the required paperwork, connect with the right charity, and reduce your risk. Take charge of your real estate future--save thousands of dollars, save time waiting for that qualified buyer, and get your full asking price! This is a method whose time has come, and it can work for you too.

One cook, her kitchen and a lifetime of recipes. A cookery book like no other, The Trifle Bowl and Other Tales is a dip into Lindsey Bareham's kitchen, introducing us to more of her tempting, easy-to-follow seasonal recipes, this time organized by the well-loved and well-used pots, pans, gadgets and utensils she uses to cook them. Roast Tomato Risotto with Saffron and Honey in a sauté pan, Cod, Anchovy and Spinach Boulangère made using a mandoline, Vietnamese Chicken Patties with Mint Salad and Roast Peanuts in a quaint burger press, and Raspberry Jelly Trifle in her grandmother's trifle bowl. This unique approach to ordering recipes also looks at the objects themselves – their history, design evolution and why they're good at what they do – and their power to evoke memories of meals past. It is not just a book to cook from, Lindsey's fine writing makes it a pleasure to read from too.

As nonprofit organizations face heightened scrutiny by the general public, donors, regulators, and members of Congress, the Third Edition of the essential book on the basics of fundraising provides new, up-to-date and valuable information that every fundraiser needs to know. With ethics and accountability being the primary theme of the Third Edition, this practical guide will continue to provide an overview of the field and give development staff, managers, and directors a platform from which to operate their fundraising programs. The new edition also provides much needed information on giving trends, computer hardware and software available for fundraisers, cost estimates and workflow timetables, and the importance of the Internet. This primer remains a must-have for anyone new to the fundraising arena.

For most schools and organizations, fundraisers bridge the gap between budgets and the money they need in order to operate. Despite the continued rise in childhood and adult obesity and increased attention to humankind's ecological impact, many fundraisers still rely on the sale of high-calorie, low-nutrient foods or ask supporters to become consumers of incidental items and paper products “to support the cause.” Healthy and Sustainable Fundraising Activities offers innovative and thoughtful options that raise money for your cause without contradicting the physical activity, health, and ecological messages emphasized in your school or organization. In contrast to traditional fundraisers involving food and incidental products, the ideas in Healthy and Sustainable Fundraising Activities encourage personal, community, and environmental health and reinforce the health and social responsibility initiatives in place in your school or organization. With Healthy and Sustainable Fundraising Activities you'll learn how to involve not just your school or organization but the entire community in health-promoting, environmentally friendly activities. With Healthy and Sustainable Fundraising Activities, you'll find a range of ideas—from ink cartridge recycling to a dance competition—and a

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unique approach to fundraising sure to energize your students, members, and community to meet and exceed your fundraising goals. For educators, each of the activities outlined in the text is based on National Health Education Standards (NHES) and National Association for Sport and Physical Education (NASPE) standards and 21st-century learning outcomes, making this text a great resource for incorporating the health and wellness initiatives of your school into the fundraising plans for your class, club, sport team, or organization. Activities in the book are grouped according to the level of knowledge, skills, and abilities required for organizing and conducting them. Most activities use similar or commonly used resources often available in a school or organizational setting. You'll find clear and complete explanations in a standard lesson plan format along with the tools and information you need in order to implement each idea. With background information on various types of fundraisers, how these types are categorized, and guidance on scheduling, implementing, and communication, you'll have a full picture of what it takes to complete each event. Get your members and community involved in a project that not only raises money but also gives children exposure to important values such as lifelong wellness, hard work, perseverance, integrity, and civic engagement. Regardless of whether you are new to fundraising or simply searching for new ideas for your next project, Healthy and Sustainable Fundraising Activities offers the tools, information, and inspiration to help you reach your monetary goals in ways that contribute to the health and well-being of your students, members, community, and the environment.

There has never been a greater need for raising the funds necessary to promote the causes that will help build a sustainable future. In *Money for the Cause: A Complete Guide to Event Fundraising*, veteran nonprofit executive director Rudolph A. Rosen lays out field-tested approaches that have been among those that helped him and the teams of volunteers and professionals he has worked with raise more than \$3 billion for environmental conservation. As Rosen explains, fundraising events can range from elite, black-tie affairs in large cities to basement banquets and backyard barbecues in small-town America. *Money for the Cause* runs the gamut, demonstrating methods adaptable to most situations and illustrating both basic and advanced techniques that can be duplicated by everyone from novice volunteers to experienced event planners. Each chapter begins with a pertinent, real-life anecdote and focuses on major areas of event fundraising: business plans and budgets, raffles and auctions, tax and liability matters, contract negotiation, games and prizes, site selection, food service, entertainment, publicity, mission promotion, food and drink service, and effective team building and use of volunteers. The author applies each topic to the widest possible range of events, providing practical detail and giving multiple examples to cover the differences in types of organizations and their fundraising activities. Whatever the funding objective may be, *Money for the Cause: A Complete Guide to Event Fundraising* is both a textbook and a practical reference that will be indispensable to anyone involved in mission-driven organizations, whether as a volunteer, a professional, a student, or an educator. To learn more about The Meadows Center for Water and the Environment, sponsors of this book's series, please click here.

The real-world guide to successfully funding your nonprofit program *The Complete Guide to Fundraising Management* is the comprehensive handbook for successful fundraising, with a practical focus that applies across the nonprofit sector. With a focus on planning, self-assessment, continual improvement, and high-payoff strategies, this book provides more than just ideas—it shows you the concrete, real-world actions that make it all happen, and gives you the tools you need to bring these concepts to life. This new fourth edition features the latest information about social media campaigning, internet fundraising, crowdfunding, and more. Timelines, checklists, and forms help you streamline management tasks to focus on effective development, and updated sample reports and budget information help you begin implementing these approaches quickly. The nonprofit world is becoming increasingly competitive in terms of funding, and fundraisers are being asked to perform miracles more than ever before. This book offers a time-tested framework for fundraising success, with step-by-step guidance through the entire process from prospect to program. Understand and apply the major principles and best practices of fundraising. Manage information, resources, development, and volunteers. Adopt new approaches to relationship-building and prospect identification. Write grants and fundraising materials that make a rock-solid case for support. There is never enough funding to go around. To survive and thrive, nonprofits must revitalize interest and generate more support. Gone are the days of door-knocking and bake sales; strategy is critical, and execution must be top-notch. *The Complete Guide to Fundraising Management* shows you the real-world strategies that get your programs funded.

"Fundraising Fundamentals is a practical and valuable resource for fundraising professionals, trustees, philanthropists, and nonprofit executives who aspire to raise substantial monies for worthy causes. I have utilized Jim Greenfield's literature in various fundraising courses . . . my students have benefited from the theory and substance that Jim so clearly conveys along with real-life models that can be applied to their respective organizations." -Stephen M. Levy, CFRE, President of Levy Philanthropic Counsel Former Chair of the Association of Professionals Foundation Board Adjunct Professor of Philanthropy, Columbia University Proven methods and techniques for running a successful annual giving campaign Learn how to carry out winning

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annual giving campaigns that will help your nonprofit organization grow and increase its financial resources with Fundraising Fundamentals. Complete with the essential basics of fundraising and comprehensive enough to help experienced fundraisers improve their campaigns, this up-to-date Second Edition features key material on:

- \* How to find likely first-time donors
- \* Membership organizations and donor clubs
- \* Methods of donor renewal, upgrading, and reward
- \* Recruiting and training volunteer solicitors
- \* Multimedia and Internet soliciting techniques

Praise for *Fired-Up Fundraising: Turn Board Passion into Action* "Fired-Up Fundraising is honest, realistic, practical, and inspiring. It transforms the whole concept of fundraising from obligation and drudgery into passion and fun. Every CEO, development director, development consultant, and board chair needs to have and use this book." —Charles F. (Chic) Dambach President and CEO, Alliance for Peacebuilding Former Senior Consultant, BoardSource "A breakthrough! *Fired-Up Fundraising* takes the mystery out of engaging your board in the ongoing work of fundraising. In this well-organized little book, Gail Perry lays out a commonsense, four-step process that will fire up your board and help you meet your fundraising goals, year after year." —Mal Warwick author of *How to Write Successful Fundraising Letters* "Fired-Up Fundraising: Turn Board Passion into Action is by far the best book I have ever read on how to involve board members in the entire process of fundraising, from identifying prospects, cultivating them, and finally making 'the ask.' Just as important, it is an invaluable guide on how to select, enlist, train and especially inspire board members so they take ownership of their institutions. Every nonprofit CEO and development officer should read this book." —Robert L. Gale President Emeritus, Association of Governing Boards of Universities and Colleges and founder of BoardSource (formerly known as the National Center for Nonprofit Boards) "This is the book for which EVERY nonprofit chief executive has been yearning since time immemorial. Every nonprofit needs money to survive and thrive, and every nonprofit has a board of trustees to help raise it, but few nonprofits come anywhere near using their boards to maximum benefit. *Fired-Up Fundraising*, a reader-friendly, realistic, and practical playbook written by a richly experienced, highly literate fundraiser turned consultant, takes readers by the hand and leads them step-by-step through eminently doable ways of inspiring the greatest possible engagement of—and return from—their trustees. It will instantly become the gold-standard guide for building successful boards." —Joel Fleishman Professor of Law and Public Policy and Director, The Foundation Research Program, Duke University

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