In this session you’ll learn:

- About fundraising ideas that will
  - Raise money for your senior services organization
  - Challenge stereotypes of older adults
- What to do – and what not to do – to raise funds for your organization

These ideas are for:

- Not-for-profits
- Not-for-profit arms of governmental entities - e.g. “Friends of the Center”

**Multi-faceted Fundraising plan**

- Short term – annual appeals & events
- Long term – planned giving, endowment
- Integrated with publications, website, media, social media & other technology

Communicate your outcomes when asking for support

- Increased fitness/Improved health
- Increased Socialization/Improved Health
- Improved Nutrition/Health
- Benefits Access = Improved Nutrition, Adequate Shelter, etc.

**What are the goals of your fundraiser (besides raising $)?**

- Attract new participants/clients
- Involve participants and/or their families
- Create leaders
- Attract new donors, partners, volunteers, funders
- Public education
- Dispel stereotypes of older adults/aging
- Other?

**Annual appeal example – Winchester Senior Center, Wabash, IN (rural)**

- Options:
  - Personalized letter to donors
  - As part of annual report
  - Special publication
- Can Include:
  - Programs offered

- Personal stories of clients
- Description of what donations will support
- Summary of funding information
- Giving opportunities

**Planned Giving: Planting Seeds for the Future**

Example: United Way of Metropolitan Chicago’s Planned Giving section of their website

Incorporate Planned Giving information in your

- Website – special section
- Newsletter – regular articles
- Special events – promote verbally, in program or both

**Use Technology to Fundraise**

- Website
- Facebook

<table>
<thead>
<tr>
<th>Emails</th>
<th>Other Social Media</th>
</tr>
</thead>
</table>

**Attract new or involve current participants and/or their families**
Fundraisers with Minimal Staff or Volunteer Effort

- Add “donation” to price of activities or trips (e.g. trips, massage) - Palatine Township Senior Center (PTSC), Palatine, IL (suburban)

- Bake Sale/Holiday Bazaar – Anchorage, AK & PTSC
  - Raises between $800-$1200

- Golf Tournament – Arlington Heights Senior Center, Arlington Heights, IL – run by “Friends” group
  - They sell:
    - Event & hole sponsorships
    - Mulligans
    - Foursomes
    - Raffle tickets – don’t have to be present to win
    - Lunch (don’t have to golf to come)
  - Income: From $12,000-$18,000; Expenses $4,200; Net between $7,800 & $13,800

Create leaders – Randy Thrasher, Mah jongg Instructor & Tournament Chair, PTSC

- Game Tournament
  - Solicited raffle items
  - Engaged other volunteers in raffle solicitation
  - Recruited participants/encouraged participation
  - $40 Registration Fee includes
  - Lunch
  - Door prize ticket
  - Mah jongg games – winners get prizes
  - $25 tax deductible contribution to the Center
  - Raffle baskets
  - Income: $2,300; expense $300 (lunch); net $2,000

- Gift Shop – Second Hand Rose, PTSC, Palatine, IL and Borealis Treasures Gift Shop, Anchorage Senior Center, AK
  - Donated items
  - Volunteer sales force
  - No expenses
  - AK author who is Center member donates proceeds of her books sold at Center to the Center

New donors/partners

A professional non-profit second hand business, Once and Again Boutique, operated by The Frisbie Senior Center, Des Plaines, IL

- **Income**: $115,000 – all donated items
- **Expenses**: $50,000  (PT staff, utilities, business license, sales tax)
- Why this works: They own the building, no rent costs
- Donations from community
- Sponsors volunteerism – most staffing is done by volunteers

Corporate Sponsorship Program

Frisbie Senior Center, Des Plaines, IL
Palatine Township Senior Center, Palatine, IL
Tallahassee Senior Center Foundation, Tallahassee, FL

- Businesses donate funds for defined benefits depending on level of support
  - $5,000
$2,500
$1,000
$500
Or Event support - $100-$300

Expenses depend on defined benefits

Examples of benefits for businesses:
- Logo and hyperlink to their business on your website
- “Meet and greets” at your Center
- Name/logo on plaque or other signage at your Center
- Facebook posts about their business
- Spotlight in your newsletter about their business
- Recognition at your fundraisers

Year long raffle – PTSC, Palatine, IL
$20 ticket entitles purchaser to entry into 48 raffles (4 per month)
Prizes = two $25, $50, $100
Advantages:
- Easy to implement
- Few expenses
  - Raffle drum with no opening (1st year only)
  - Printing (done pro bono for us)
  - Payout – some winners donate all or part of winnings back to Center
  - Raffle license (municipal)
Income: $15,000 first year (2005)
Subsequent years range from $6,000-$9,000
Expenses: Annual raffle payout $2,400
- Raffle license $10
- Printing – pro bono
Net: $4,000-$12,600
Additional Considerations
- Raffle laws vary between states
- Some have state licensure requirements
- Investigate before proceeding

Third party fundraisers
Benefit Concert – Quartet a Tête – PTSC, Palatine, IL
- Professional classical musicians donated their services
- Local church donated space
- Member of church recorded the concert & burned CDs (donated)
- Took “free-will” offering, donated to Center in addition to $10 ticket
Advantages:
- Introduced Center to new potential donors
- Board member contacted musicians (one was a family member)
- No staff time involved
Disadvantages: None
Income: $500, Expense: $0

Classic Rock Concert – “The Generations Concert” – PTSC, Palatine, IL
- Band with established following ages 21-55+
- Music varied – rock, acoustic, classic (The Who, Cream, Blind Faith, etc.)
- $20 ticket includes free CD & coupons
- Ad-hoc Committee handled Sales and Publicity
- Established separate website just for Concert, concessions, ad sales
Income: $12,406 (Ticket sales – we received 2/3 of gross; ad sales; donations)
Expenses: $1,740 (venue, sound, lighting; insurance; program & ticket printing)
Lessons learned
- Make sure you hear/see/watch performers before you commit
- Have staff liaison to committee to ensure coordination of fundraising effort

Partner with Community Organizations
Sponsored by Palatine Harley Owners Group (HOGs), PTSC, Palatine, IL
Volunteers run barbecue and other concessions
Judge the tattoo contest

Income: Depending on results of Bike Show, ranged from $500 to $5,000
Expenses: $0 – The HOGs provided the refreshments for us to sell

Dispel stereotypes & public education
Girls Night Out at pub – PTSC, Palatine, IL

Held in Durty Nellie’s Band Room
Networking opportunities
Get together with friends
Pampering stations
Massage
Facials
Free photo booth

$20 ticket ($25 at the door) includes:
- Hors d’oeuvres, drinks
- Door prizes
- DJ
- Pampering stations
- Boutique shopping
- Photo booth
- Goody bags
Raffles – baskets and/or jewelry – male volunteers sell tickets

Publicized through
- Emailed flyers
- Facebook & Twitter posts & event listing
- Senior Center website
- Traditional Media (newspapers, magazines)
- Advantages
- Multigenerational
- Appeals to Boomers
- Reaches across ethnic lines
- Just plain fun
- Good networking
- Builds potential donor base
- Video loop provides information on Center
- On-line media (Triblocal, Palatine Patch)
- Word of mouth
- Posters
- Emails through Chamber of Commerce
- Win/win
- Durty Nellie’s gave us a great price
- Increased business on a weekday that’s usually slow – people stayed for dinner afterward
- Attracted more women to their venue

Income: 2015 - $10,200 (ticket sales, sponsors, donations, raffles)
Expenses: $3,400 (venue/food, misc. items); Net: $6,800

Lessons learned
Plan for more guests (e.g. make more goody bags than you think you’ll need)
Never under-estimate hungry women who’ve had a couple of drinks
Beer or Wine Tasting
- Can use format of Girls Night Out
- Depends on community

Gala with “fun” theme, Sponsored by PTSC, Palatine, IL
- Destination: Las Vegas (What Happens at the Gala Stays at the Gala)
- A Killer Night: Murder, Mystery and Mayhem
- A Journey to Oz
- Bikinis, Martins and Lamborghinis: 007 Heaven
- Idea came from Senior Center, Inc. in Charlottesville, VA
- They got the idea from a center in Michigan
- They shared their ideas:
  - Invitation
  - Costumed characters from Bond films
  - Casino theme
  - Diamonds are Forever raffle
- We tweaked the idea
  - Lamborghini & Aston Martin as guests arrive
  - Spy spoof skit
  - Raffle – Choice of: diamond stud earrings or weekend with your choice of Lamborghini or Aston Martin
- Income sources
  - Table Sponsors
  - Event sponsors (various levels)
  - Ads
  - Ticket sales
  - Raffle proceeds (cash & items)
  - Live & silent auctions
  - Donations
  - Decorations
- Expenses
  - Meals
  - Band
  - Postage
  - Decorations
  - Auction supplies
  - Cash raffle payout
- Get services donated where possible
  - Printing
  - Graphic design
  - “Special” entertainment
  - Videographer
- Results:
  - VA Center
    - Gross income: $50,000
  - Palatine Township Senior Center
    - Income: $91,800+; Expenses: $12,800; Net: $79,000
- The theme continued...
  - Alzheimer’s Association in Green Bay, WI
  - Siouxland Center for Active Generations (Sioux City, Iowa)

Resources
- Network for Good – Webinars, guides and templates on fundraising
  http://www.networkforgood.com/resources
- Association of Fundraising Professionals (AFP) offers resources, training and peer meetings,
  http://www.afpnet.org/
- BoardSource – resources, webinars, training https://www.boardsource.org
- United Way – resources, training - http://uw-mc.org
National Council on Aging/National Institute of Senior Centers (NCOA/NISC) Programs of Excellence – full book is available on-line to NISC members

NCOA/NISC’s Crossroads – www.ncoacrossroads.org

Local, Regional and State-wide Not for Profit Resource Network - e.g. in the Chicago area, Forefront (formerly The Donors Forum) – www.myforefront.org

For information on Planned Giving
- The NonProfit Times – www.thenonprofittimes.com/?s=planned+giving

For information on Annual Appeal
Beverly Ferry, Executive Director
Living Well in Wabash County Council on Aging
239 Bond Street, P.O. Box 447
Wabash, Indiana 46992
260-563-4475
beverlyf@livingwellinwabashcounty.org

For information on Once & Again Boutique
Steve Samuelson, Executive Director
Frisbie Senior Center
52 E. Northwest Highway
Des Plaines, IL  60016
847-768-5944
steves@frisbieseniorcenter.org

For information on the Golf Tournament:
Sharon Swanson
Volunteer Coordinator
Arlington Heights Senior Center
1801 W. Central Road
Arlington Heights, IL  60005
847-253-5532
sswanson@vah.com

For information on Holiday Bazaar and Gift Shop Idea
Rebecca Parker, General Manager
Anchorage Senior Center
1300 E 19th Avenue
Anchorage, AK 99501
907-770-2000
rparker@anchageseniorcenter.org

Presenter contact information:
Carol Reagan, NISC Immediate Past Chair and Executive Director
Palatine Township Senior Citizens Council
Operating the Palatine Township Senior Center
505 South Quentin Road
Palatine, IL  60067
creagan@ptscc.org
847-991-1112