Carol Reagan, Executive Director
Palatine Township Senior Citizens Council
Palatine, Illinois
Age Positive - Ideas for an
Age-Friendly Future Conference
May 12, 2016

**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

**MULTI-FACETED FUNDRAISING PLAN**
- Short term - annual appeals & events
- Long term - planned giving, endowment
- Integrated with publications, website, media, social media & other technology

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

Communicate your outcomes when asking for support
- Increased fitness/Improved health
  - Sit and Be Fit
- Tai Chi

Program Outcomes, Continued
- Increased Socialization/Improved Health
Program Outcomes, Continued

Improved Nutrition/Health

Home delivered meals

Noon Dining

Program Outcomes, Continued

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

WHAT ARE THE GOALS OF YOUR FUNDRAISER (BESIDES RAISING $)?

- Public education
- Dispel stereotypes of older adults/aging
- Other?

Options for Annual Appeals

- Personalized letter to donors
- As part of annual report
- Special publication
Annual Appeal, Continued
- Can Include:
  - Programs offered
  - Personal stories of clients
  - Description of what donations will support
  - Summary of funding information
  - Giving opportunities

Planned Giving, Continued
- Incorporate in your
  - Website - special section
  - Newsletter - regular articles
  - Special events - promote verbally, in program or both

Use Technology to fundraise
About our “Exclusive” Member Business Bits

These “Exclusive” Member Business Bits are keeping you informed of special events or offers from our members. “Members First” is a way to remind each of us that by doing business together, each of us and our community is made stronger.

**Palatine Township Senior Center**

Palatine, IL (suburban)

**Charter Fishing Fundraisers with Minimal Staff or Volunteer Effort**

- Trip to Santa Fe, NM
- Have a relaxing massage

**Anchorage**

-, Alaska Senior Center

- Palatine Township Senior Center

- Raises between $800-$1200

**Bake Sale/Holiday Bazaar**

- Anchorage, Alaska Senior Center
- Palatine Township Senior Center
- Raises between $800-$1200

**Golf Tournament**

- 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)

Sponsored by

**Arlington Heights Senior Center “Friends” Group**

Arlington Heights, IL Suburban

- **Income:** From $12,000-$18,000
- **Expenses:** $4,200
- **Net:** Between $7,800-$13,800
CREATE LEADERS
Randy Thrasher
Mah Jongg Instructor and Tournament Chair
Palatine Township Senior Center, Palatine, IL

Game Tournament, Continued

- Solicited raffle items
- Engaged other volunteers in raffle solicitation
- Recruited participants/encouraged participation

Game Tournament, Continued

- $40 Registration Fee includes
  - Lunch
  - Door prize ticket
  - Mah Jongg games - winners get prizes
  - $25 tax deductible contribution to the Center
- Raffle baskets

Game Tournament, Continued

- Income: $2,300
- Expense: $300 (lunch)
- Net: $2,000

Game Tournament, Continued

- Gift Shop - Second Hand Rose, Palatine Township Senior Center, Palatine, IL
- Donated items
- Volunteer sales force
- No expenses
Gift Shop Idea

From Anchorage Senior Center
Borealis Treasures Gift Shop

Professional non-profit second hand business

Once & Again Boutique

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

Once & Again Boutique, Continued

- **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

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

- $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

- 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

Classic Rock Concert

- 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
  - Publicity
  - Established separate website just for Concert, concessions, ad sales

Income: $12,406 (Ticket sales - we received 2/3 of gross; ad sales; donations)
Expense: $1,740 (venue, sound, lighting; insurance; program & ticket printing)
Net: $10,666

Lessons learned
- Make sure you hear/see/watch performers before you commit
- Have staff liaison to committee to ensure coordination of fundraising efforts
Partner with Community Organizations

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Palatine Harley Owners Group & Palatine Twp. Senior Center, Palatine, IL

Volunteers running barbecue concession

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

Networking opportunities
Get together with your friends

Have a massage
Get a facial

Free photo booth

Some of the crowd

Intrepid Volunteers
Raffle baskets

$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

Publicized through
- Emailed flyers
- Facebook & Twitter posts & event listing
- Senior Center website
- Traditional Media (newspapers, magazines)
- On-line media (Triblocal, Palatine Patch)
- Word of mouth
- Posters
- Emails through Chamber of Commerce
Advantages
- Multigenerational
- Appeals to Boomers
- Reaches across ethnic lines
- Just plain fun
- Good networking
- Builds potential donor base
- Video loop provides information on Center

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 from Girls Night Out (raffles, DJ, etc.)
- Depends on community tastes and interests

Gala with “fun” theme
Sponsored by
Palatine Township Senior Center,
Palatine, IL

“A Killer Night: Murder, Mystery & Mayhem”
“A Journey to Oz”

“Destination: Las Vegas”

- They got the idea from a center in Michigan

We tweaked the idea
- Lamborghini & Aston Martin as guests arrive

• They shared their ideas:
  • Invitation
  • Costumed characters from Bond films
  • Casino theme
  • Diamonds are Forever raffle
• 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](http://www.networkforgood.com/resources)
- Association of Fundraising Professionals (AFP) offers resources, training and peer meetings
  [http://www.afpnet.org/index](http://www.afpnet.org/index)
- BoardSource - resources, webinars, training [https://www.boardsource.org](https://www.boardsource.org)

Resources, Continued

- United Way - resources, training
  [http://uw-mc.org](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](http://www.ncoacrossroads.org)

Resources, Continued

For information on Planned Giving

- The NonProfit Times - [www.thenonprofittimes.com/?s=planned+giving](http://www.thenonprofittimes.com/?s=planned+giving)
- The Chronicle of Philanthropy - [https://philanthropy.com/resources](https://philanthropy.com/resources)

Resources, Continued

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

Resources, Continued

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@anchorageseniorcenter.org

Presenter contact information:
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