



water for people

# FUNDRAISING 101

[www.pnws-awwa.org/water-for-people](http://www.pnws-awwa.org/water-for-people)



**PNWS-AWWA has raised more money for  
Water For People than any other AWWA Committee.**

**Over 1 million dollars in the past  
20 years...**

**AND OVER \$100,000 EVERY YEAR FOR THE  
LAST SEVEN YEARS!**

**Slide 2**

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**NO1**

Nikki Olson, 3/19/2014

So take THAT, Indiana!



# 2014 PNWS-AWWA Water For People Events

## Northwest WA

3<sup>rd</sup> Annual Wine For Water

## Central WA

4<sup>th</sup> Annual Wine For Water

## King County

- 19<sup>th</sup> Annual Water For Life Reception
- 2<sup>nd</sup> Annual Pedal With Purpose

## Lower Columbia

1<sup>st</sup> Annual Beer For Water

## Northwest OR

- 8<sup>th</sup> Annual WFP Gala
- 21<sup>st</sup> Annual Golf Tourney
- 4<sup>th</sup> Annual Wine For Water

## Annual Conference

16<sup>th</sup> Annual WFP Auction

## Cascade to Coast

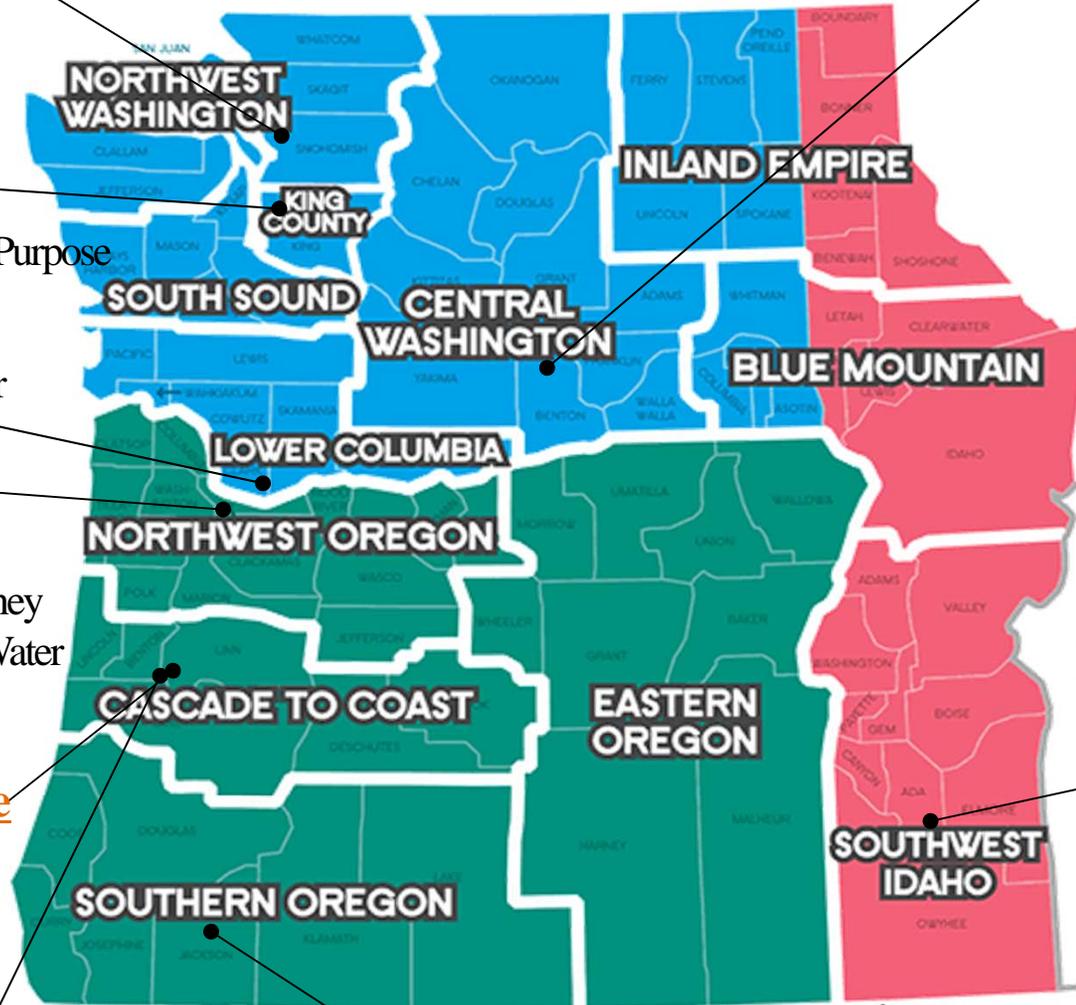
6<sup>th</sup> Annual Wine For Water

## Southern OR

3<sup>rd</sup> Annual Golf Tourney

## Southwest ID

2<sup>nd</sup> Annual  
Wine For Water



# Current Fundraising Events

February 8<sup>th</sup>- 8th Annual Water for People Gala, Red Rose Ballroom, Portland, OR

April 15<sup>th</sup>- 19th Annual Water for Life Reception, Mercer Island Community Center, Mercer Island, WA

May 9<sup>th</sup>- 16th Annual Water for People Auction, 2014 Annual Conference, Eugene, OR

May 30<sup>th</sup>- 4th Annual Central Washington Wine for Water, Bookwalter Winery, Richland, WA

May 27<sup>th</sup>- 2nd Annual Pedal With Purpose- Dinner & Auction, Zeek's Pizza, Redmond, WA

May 31<sup>st</sup>- 2nd Annual Pedal With Purpose- Flying Wheels Bicycle Classic, Marymoor Park, Redmond, WA

June 20<sup>th</sup>- 1st Annual Lower Columbia Beer for Water, A Beer at a Time Bottle Shop, Washougal, WA

July 17<sup>th</sup>- 6th Annual Cascade to Coast Wine for Water, Sweet Cheeks Winery, Eugene, OR

July 25<sup>th</sup>- 21st Annual NW Oregon Golf Tournament, Gresham Golf Course, Gresham, OR

August 9<sup>th</sup>- 3rd annual Southern Oregon Tournament, Stone Ridge Golf Course, Eagle Point, OR

August 15<sup>th</sup>- 4th Annual NW Oregon Wine for Water, Plum Hill Winery, Gaston, OR

September 12<sup>th</sup>- 3rd Annual NW Washington Wine for Water, Carpenter Creek Winery, Mount Vernon, WA

December - 2nd Annual Boise Wine for Water, Boise, ID

# FUNDRAISING 101

## Where do I start?

- **NETWORK! Ask for help! Build your committee!**
  - ❖ **Contact the PNWS-AWWA WFP Committee: Cindy, Kristin, and Anh. They can help you plan and execute your event using Constant Contact and help recruit volunteers for your committee.**
- **Planning for fundraising events can often take a long time, so expect to start planning for your event 6 to 8 months before the event.**

# Forming an Event Planning Committee:

## Why People Volunteer

- Giving something back
- Bringing about social change
- Achievement
- Recognition and feedback
- Personal growth
- Family ties
- Help friends or make new friends
- Feeling of belonging
- Help others
- Make a difference
- Find purpose
- Connect with your community
- Feel involved
- Contribute to a cause you care about
- Use your skills in a productive way
- Develop new skills or keep skills alive
- Meet new people
- Impress someone
- Get out of the house
- Strengthen your resume
- Feel needed
- Get to know a community
- Pressure from a friend or relative
- Keep busy
- Because there is no one else to do it
- Feel proud/feel good
- For fun!
- For religious reasons
- An excuse to do what you love
- Be part of a team
- Gain status
- Personal experience with problem/cause
- Because you were asked 😊



# Who are Your Donors/Sponsors

- **Individuals & Families (Attendees)**
- **Event Planning Committee Members**
- **Corporations / Businesses**
- **Employee Groups**
- **Foundations**
- **Government**
  - ❖ **Example: A government agency may not be allowed to donate to or sponsor your event, but can they advertise at your event? Can they provide a venue at a discount?**
- **Associations/Clubs**
  - ❖ **Example: Rotary, Kiwanis, Lions, Elks**

# How to Choose an Event

- **Assess what level of fundraising you want to reach**
  - ❖ **Most of our events fall into three fundraising level categories:**
    - **Over \$10,000**
    - **Between \$1,000 and \$10,000**
    - **Under \$1,000**
  
- **What events are already in your area and when?**
  - ❖ **Choose an event that will not interfere with attendance at other AWWA classes or WFP fundraisers.**
  
- **Decide on your target audience**
  - ❖ **For example, do you have enough wine drinkers in your area who would attend a Wine For Water event? Perhaps your audience prefers beer. What about athletic events? Family-oriented events? Is your audience more “cocktail party” or “jeans and a t-shirt”?**

# Fundraiser Ideas

## ○ Small Events (under \$1,000)

- ❖ Percentage Night Dinners
- ❖ Night at the Ball Park
- ❖ Trivia Night
- ❖ Poker Tourney
- ❖ Trap Shoot
- ❖ Dance-a-thon
- ❖ Food Competition events: Cook-off, Dessert or Chili competition, BBQ
- ❖ Bowling Party

## ○ Medium Events (\$1,000 to \$10,000)

- ❖ Wine and/or Beer Events
- ❖ Golf Tournaments
- ❖ Athletic events: 5ks, bike races, “Walk 5 miles for Water”, hike-a-thon

## ○ Medium Events Con’t

- ❖ Game Night
- ❖ Car Show
- ❖ Film Festival or special screening

## ○ Big Events (Over \$10,000)

- ❖ Sit-down Dinner Reception with entertainment
- ❖ Large live and/or silent auctions with food & entertainment
- ❖ Concerts



water for people  
everyone | forever

# Division of Labor: Who Does What?

- Evaluate what people want to do, skills or experience they can offer, connections they have
- Decide on who can fill the following roles, as needed. These can be done as partners, groups or one person can even fill two roles!
  - ❖ Day-Of Event Coordinator
  - ❖ Venue Coordinator
  - ❖ Sponsorship Solicitor
  - ❖ Marketing Designer
  - ❖ Outreach Coordinator (Advertisement)
  - ❖ Food/Caterer Coordinator
  - ❖ Decorations Coordinator
  - ❖ Auction Items Coordinator
  - ❖ Event Chair
    - I recommend this person also be the keeper of the agenda and meeting minutes. The best event chairs keep the event organized, guide efforts but delegate work. The committee as a whole make decisions together, but at an impasse, the Event Chair makes the final decision.

# Organize!

- **What is your budget?**

- ❖ **What items do you need to spend money on and what can you get donated?**
- ❖ **Set a fundraising goal**
- ❖ **Remember, any contracts (like for venues or entertainment) must be signed and paid for through Kyle Kihs, PNWS-AWWA Executive Director.**

# Organize! Con't

- What is your schedule?

- ❖ What are the elements of your fundraiser?

- Figure out which elements need to come first, and which can be worked on later.

- ❖ Set up regular planning committee meetings.

- Do in-person, after-work meetings work best for your group?
    - During work, conference call meetings?

- ❖ The Event Chair should arrange the meetings, send out an agenda the day before the meeting, and send out meeting minutes afterwards to all members.

- Members who could not attend the meeting are responsible for reading the meeting minutes.

- ❖ Set deadlines for accomplishing tasks, and discuss these at your meetings. If someone is struggling, ask if anyone else on the committee can assist.

# Reach Out to Donors!

## List of Most Effective Outreach Methods

- **Personal visit by a team**
- **Personal visit by one person**
- **Solicitation by personal letter with a follow-up phone call**
- **Solicitation by personal letter**
- **Group direct mail**

# Why do People Give?

- **Belief in the cause/personal experience with the cause**
- **Sincere desire to help/care**
- **Demonstration of power and to gain influence**
- **Tax and financial planning considerations**
- **Professional advancement/professional reputation**
- **Peer approval/personal reputation**
- **Ego/self esteem booster**
- **Social aspect of fundraising event**
- **Memorialize or Commemorate someone/something**
- **“Give something back”**
- **For the warm fuzzies**



Above all reasons, people give because...

They were asked!

# Day of the Event

- **Are you selling tickets or any other items at the event?**
  - ❖ **Talk to Kyle Kihs in advance to schedule either the Section's credit card machine or Square device, for easy credit card payment. Most people do not bring adequate cash anymore.**
- **Hold a meeting the week prior to your event.**
  - ❖ **Make sure everyone knows what their responsibilities are.**
  - ❖ **Have the Day-Of-Event schedule ready and handed out to the committee**
  - ❖ **Evaluate for any last minute details.**
- **Set up**
  - ❖ **Day-Of-Event coordinator and Event Chair should be available to start setting up well in advance of the start time, along with any other committee members necessary for the set up.**

# Day of the Event Con't

- **Ensure that someone is in touch with any outside vendors**
  - ❖ **Tables and linens rentals**
  - ❖ **Venue on-site manager**
- **Do you need an MC for the event?**
  - ❖ **This should be someone other than the Day-Of-Event coordinator**
  - ❖ **This person will keep the event moving and on-schedule**
- **Smile! It's show time!**
  - ❖ **Make sure your guests are having a great time**
  - ❖ **Mingle! Don't ignore them.**
  - ❖ **Remember to thank them and your corporate sponsors for their attendance to the event**
- **Arrange to have a clean-up crew for the end of the event**

# Event Wrap-Up

- **Have a low-key meeting a week or so after the event**
  - ❖ Discuss all your successes and pitfalls
  - ❖ Set the foundation for planning next year's event
- **Thank your volunteers! Celebrate your success.**
  - ❖ This could be anything 😊
    - Ice cream at the wrap-up meeting
    - A handwritten thank you card from the WFP Committee Officers
- **Thank your sponsors, speaker(s), in-kind donors, and guests!**
  - ❖ This will go a long way in helping you get sponsorship and donations next year
    - A simple thank you card to attendees
    - A card to your sponsors signed by your committee
  - ❖ This is a good opportunity to highlight how much your event made now that you've had time to calculate gross funds raised and total expenses

# In Summary

- **Contact the WFP Committee and Your Subsection**
- **Create Your Committee**
- **Choose Your Event**
- **Divide the Labor**
- **Organize**
- **Reach Out to Donors**
- **Day of the Event**
- **Event Wrap-Up**

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# Any Questions?