

Fundraising

Why fundraise?

There are so many activities a chapter could offer if only they had the money! Very often special projects cannot be accomplished using solely the funding received in membership rebates. If the chapter wants to undertake these projects they must fundraise. Some suggestions for projects that you might want to raise funds for are as follows:

- **Scholarships and bursaries**

CPF can assist students and support their FSL education by offering scholarships to encourage them to continue with their studies at a French institute or to pursue a career in developing French-language skills for others.

- **Cultural events**

There is always lots offered to our students in English but perhaps your chapter can arrange to bring a French event to the students, something that your local School Division or administration can not or does not offer. Many options are available to explore, from local to national, or international, depending on your need and commitment to meeting it.

- **Camps**

Provide summer camps *en français* for your members and the local community. An excellent opportunity to ensure learned skills are not lost over the long summer months AND a great membership drive opportunity as well. Call the CPF-SK office about how to do this.

- **Library resources**

New library? New French program? Old resources? Assist with fundraising for French materials for the community or partner with the library to the same end.

- **Student exchanges**

There are lots of opportunities but they can be very costly for most parents. Your chapter can make this a reality for some members by assisting with and/or arranging an exchange. Get the information to your members and let them know your commitment to making their dream a reality.

- **French clubs**

Reading clubs can be established for students or for their parents! Conversational French clubs are so do-able even with today's hectic schedule and they give uni-lingual parents a great opportunity to appreciate the value of a second language and the pride in being able to participate in the learning for their children.

- **Bilingual signs**

Make your school identifiable as a French immersion school. French signs can be used in the school to identify the classes, the washrooms, the library, the gym, the office etc. Partner with the school or parent council in the purchase of bilingual school signage. Make it known that your community supports FSL learning.

Before you get started

- Why are you trying to raise money?
- How much money does your chapter need?
- What other fundraising has your chapter done this past year?
- Were they successful? Which was best?
- How much money can your chapter raise?
- How many members does your chapter have?
- How many members attend general meetings?
- How many volunteers does your chapter have?
- What is your estimate of the income level of your targeted group?
- Does the chapter have the capability to finance a “pay in advance” fundraiser?
- How many fundraisers did your schools do in the past year?
- What other organizations are fundraising at this time?
- Market saturation?

Human resources

Who do you have available to do this fundraiser? How many members are available to work with you and how many people can you access with this fundraiser. If your access to public is limited then you must gauge your fundraiser accordingly. Start small if you are small. With each effort, you and your effort will grow.

Financial resources

What can you invest to make this happen? There is much truth to the old adage that money makes money. Something you have to pay for in advance won't work for you if you haven't the financial resources to support the effort AND if it fails, can your chapter sustain the loss and continue to function?

Audience

Know the demographics of your community and consider that when making your decision. Who am I dealing with here? What are their needs that I can perhaps fill while filling my own? You have to find a common ground, especially if you are thinking big. Smaller scale fundraisers can generally be offered anywhere. Entertainment books in a rural area won't work, no matter how successful they were in a Toronto or Calgary chapter!

CPF's Fundraising Policy

- All donations must be used to support CPF's objectives
- All restricted or designated donations must be used for the purposes for which they are given
- Annual reports must include revenue from fundraising and expenses.

Remember the goal of CPF when deciding on Fundraisers; is it consistent with the mission of the organization?

If you are considering approaching others for donations, be it to help your fundraiser or to support your chapter, be aware that there are certain rules that apply. For instance, Revenue Canada states that donors are entitled to receive an official receipt for tax purposes for the amount they donated OR, alternatively, if they donated an eligible gift, a receipt for its fair market value. You must be prepared to provide this. Ticket sales etc do not fall into this area as the ticket is a purchase, not a donation, however if you are gathering items to sell tickets on, then it will apply to your donors of course.

You may have to register your event with your provincial lottery. As well, solicitations must disclose the name of the organization (CPF), the purpose of the event and/or fundraiser (where the funds will be spent/used), and the address and a contact for your chapter.

Treat your donors with respect at all time and limit the frequency of your solicitations.

Ideally, solicitations should be in person IF POSSIBLE with a letter in hand, or by letter on official letterhead. A follow-up call after a reasonable time is then acceptable.

How to fundraise

The first step in fundraising is identifying to your potential donor that you have something that they are interested in.

Research indicates that 7% of fundraising is content, 55% is the presenter's confidence, and 35% is how it sounds. You must sell yourself as well as the product you are offering. Make your goals their goal, your need their own. It isn't just about the product or the act, but more about who you are and what you represent. It is imperative that when we are fundraising, we make clear what exactly we are raising the funds for; what is the purpose of our campaign and why it is important to you, and therefore them, how our donor can be productive by sharing, and hopefully, why this will have a return for them beyond the immediate purchase or moment.

"Fundraising is the gentle art of teaching the joy of giving."

Hank Rosso

Your reputation CAN be your selling tool in fundraising. If you are new, make yourself visible and in doing so, you can all but ensure success. If your community efforts and CPF's provincial and National efforts are known, then your fundraising effort is only in offering the chance for someone to give to YOU, when they want to give anyway. People generally want to do something good for others; whom they do it for can depend on you to a great extent.

Common Fundraising Mistakes

- Insufficient planning
- Lack of clarity about what the money is to be used for
- Thinking too small
- Unrealistic expectations
- An unrealistic timeline
- Not understanding the donors
- Treating all donors the same: the individual, corporation, government
- Poor negotiating skills when dealing with corporations
- Not knowing who your donors are and/or what they can give
- Not investing in new donors and donor research
- Taking the “he dumped me” approach to lapsed donors
- Lack of leadership
- Choosing the wrong fundraiser for your community
- Insufficient or no attention to marketing
- Expecting the fundraising consultants to do it all
- Trying to do everything yourself

Great fundraising ideas: selling products

Remember nut allergies!

And not just nut allergies, but other food allergies. You can still use the product but it will decrease your customer base. AND be able to answer the consumer's questions about the contents/ingredients.

Check on return policy for broken merchandise

Can merchandise be returned for refund or credit?

Stay away from products with date/year printed on it

Can you order the exact amount needed? Can you return any unsold products?

Get what you need, how soon can you get more if needed AND can you return unsold product.

Discuss delivery procedure to ensure no hidden charges

Watch your costs and insure all your taxes and freight and shipping are considered.

Review the bill to insure it is correct BEFORE you finalize order.

If you are selling door to door, start your campaign on a Friday and end on a Monday to include as many weekends as possible

A good practice is to plan your door to door for when people are home. Long weekends are not a good idea. Generally, before supper is a poor time to choose as well. Also, can you factor in weather and season?

Reward your volunteers

Sellers LOVE to receive recognition and a small pat on the back. An investment in a small prize can entice volunteers to participate and to return next time! Small thanks are better than none! Consider prizes for top sellers.

Create an e-mail address for orders

Simple and easy and provides an easy paper trail!

Suggestions

- Bake sale
- Frozen cookie dough
- Christmas cards or wrapping paper
- First Aid kits
- Book sales
- Veseys Seeds Bulb Fundraiser
- Candles
- Entertainment books

Great fundraising ideas: special events and activities

- Remember to check with municipal by-laws to ensure that the chapter is complying with the law
- An annual event would ease the planning and brainstorming every year
- Ensure that there is plenty of time for planning and plan for roadblocks – remember Murphy's Law

Suggestions

Bowl-a-thon, Skate-a-thon
Car wash
Dance
Candlelight dinner
Universal Portrait Studios Family Portrait event
Pancake breakfast
Christmas gift-wrapping at the mall
Goods and services auction
Fashion show
French café
Lunchtime cinema
Penny drive
Basket lottery
Variety show
Yard sale
Booth at community fair
Bottle drive

Fundraising Tips

- Have one person take responsibility for the financial side of any fundraiser
- Publicity is essential
- Don't forget to thank supporters
- Use every opportunity to recruit new members!
- Consider having an "unveiling party" for donations to schools
- Bursaries may be presented at an assembly or at a graduation ceremony
- Remember: making money isn't the only measure of success! Did CPF gain exposure in the community through the media? Did new members join CPF due to the event?

Useful websites

www.vcn.bc.ca/citizens-handbook/1_11_fundraise.html
www.freethechildren.org/youthinaction/101_fundraising_ideas.htm
www.buz.ca/
www.tipacanoecanoe.ca/home.html
www.veseys.com
www.regalgreetings.com
www.entertainmentpublication.com
www.efundraising.ca
www.Nationalcarwashday.com/en/home.php