

# Fundraising

Fundraising allows your club to either raise money for your club's events and activities or to help another community organization's cause.

## Fundraising committee

To have a successful year in fundraising, a club might organize a committee and appoint a committee chairman. This allows a team of club members to devote its attention to developing and carrying out fundraising projects.

## The fundraising process

Here are questions that will guide your club through a successful fundraiser:

- **Define a purpose.** Will the money go toward your club expenses? Or what charity/organization will benefit from this fundraiser?
- **Set a budget and goal.** How much money do you want to raise? What supplies and other expenses will you need to account for in your budget?
- **Identify the audience.** Who will buy what you are selling? How can you best reach them?
- **Set a timeline and deadlines.** When will the fundraiser be held? When will you need to start advertising? When will you need to nail down the event's logistics?
- **Assign responsibilities to club members.** Who will be in charge of sponsorships? Who will take the lead on advertising? Who is in charge of getting supplies and taking the lead at the event? How many members and parents are going to be working the event?
- **Get donations.** What will you need for your event? Are there any local merchants who might be willing to donate to this fundraiser? Will your supporting Kiwanis club be interested in this cause and be willing to help get donations and supplies?
- **Advertise.** Where can you hang fliers to attract buyers? How can you use social media to get the word out about the fundraiser?
- **Execute.** Who is bringing the supplies to the event? Who is the main contact for the event?
- **Thank everyone.** A successful fundraiser only works if everyone helps!
- **Track your earnings and success.** Report to your club, the Kiwanis club and the school how much you raised from your fundraiser, how the funds will be used and how the event went.

**Tip:** For a list of fundraising ideas, visit [www.keyclub.org/service/fund](http://www.keyclub.org/service/fund).