



TIPS FOR A SUCCESSFUL FUNDRAISER

The sky is the limit when it comes to fundraising ideas. Have fun and your donors will too! Please remember to get the necessary permission before holding your fundraiser.

TIP: Have a Plan

Determine your logistics upfront. Start with your goals. How much do I want to raise? What else do I want to accomplish? This will guide you in selecting what kind of fundraiser to hold.

Next, move on to the details (Who, What, When, Where). How much will it cost? What set-up will need to be done? Who is responsible? Who will take care of clean up? Do I have to apply for permits? Who will be invited? How will we advertise? How much should we charge? What will our profit be?

Make lists of ALL the materials you will need—even basic items like pens.

Finally, set a timeline. Know deadlines and have a back-up plan for the “what if’s.” Having all this information planned out ahead of time will help you stay focused on your goal and will help make your event a success.

TIP: Choose a Target Audience

Think about who you want to attend your event—school-age children, parents of young children, local businesses, the general public, etc. Once you have determined who your target audience is, you can figure out the best way to reach them, and what kind of event they would be most interested in attending. You may want to sell candy or donuts to the children, but advertising or services to businesses.

TIP: Pick a Suitable Time and Date

Pick a time and date that best fits with your audience’s schedules and routines. Saturday mornings are usually when young families are busy with soccer and baseball games. Professionals may prefer a weeknight for an art show and wine tasting. Also think about the kind of weather you need. Carwashes, cookouts, and yard sales work better without rain, so they may not be suitable for a mid-winter fundraiser. Consider reading through local community calendars to look at what other events might compete for your audience.

TIP: Get Approval

You must receive official approval from Ronald McDonald House at Stanford before you can fundraise on the House's behalf. Apply online at http://www.ronaldhouse.net/getinvolved/external_fundraiser.php.

Find out if you need to obtain approval from the location you would like to hold the event at.

TIP: Put Together a Committee

Holding a fundraiser takes lots of work. Put together a group of people who are committed to helping you and are willing to raise money. You will want your committee to reach into their own networks to fundraise for the event, so be sure the people you choose are willing to make calls, and aren't just interested in choosing the catering menu or decorations. Make sure everyone's responsibilities and deadlines are clear. Run through event scenarios with the group to find the "what if" situations you might run into—come up with a back-up plan.

TIP: Keep Costs Down and Maximize Profit

The less money you spend on your fundraiser, the more money will go to support Ronald McDonald House at Stanford. This is often important to donors who may want to know that, for example, 75% of the money raised will go directly to the House.

Keep a close eye on fundraising event costs. Resist the urge to overspend. Are you taking advantage of all of the possible ways to raise additional money around your fundraiser? Does your event have sponsors who write larger checks in return for marketing and public relations opportunities? Did you see if you could get event materials donated or at reduced cost?

Remember that under no circumstances may an individual keep any portion of the proceeds as profit or compensation for organizing the event.

TIP: Exhibit Professionalism

Remember that you are acting as a representative of Ronald McDonald House at Stanford. Exhibit professionalism when dealing with your committee, vendors, audience, and volunteers.

TIP: Advertise

This can be as simple as placing signs around town on bulletin boards, sending an email to all your friends and family, or submitting information to local news agencies for inclusion on their community calendars. Let the type of event and audience dictate how you will advertise.

Remember, you must have a signed letter from Ronald McDonald House at Stanford to legally use our logo in advertising.

Consider creating a web page at <http://www.firstgiving.com/TeamRMH>. It's easy to send the link to your family, friends, co-workers, parishioners, etc., and it provides a secure way to collect credit cards donations.

TIP: Celebrate Your Accomplishment

After the event, take time to make notes about what worked well and what didn't. Assess how the event went. Did you reach your goal? But most importantly, celebrate your achievement. Whether or not you are satisfied with the financial goal, realize that you have just put on an event that brought your community together around a common goal. Take pride in what you have done!

TIP: Thank Your Supporters

Once your fundraiser is over, be sure to stay in touch with your donors and attendees. Thank them for coming and supporting the event. Let them know the outcome and what was achieved.