

Successful Fundraising

Ingredients:

- 1 Program
- 2 Committee
- 3 Advertising
- 4 Assignments
- 5 Phone Squad
- 6 Printed assignments
- 7 Evaluation meeting

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1. Program:

Before putting together a committee, ask:

- ✓ Is program of interest to targeted group?
- ✓ Is it age appropriate?
- ✓ Are there enough people interested?

2. Committee:

The committee is extremely important! Ask for volunteers at general and Board meetings. This group will brainstorm, network, find resources and perform specific tasks. Utilize expertise of committee members. Committee should consider the above questions also. Schedule regular meetings with the group. Don't do it all yourself!

3. Advertising:

Begin as soon as possible. Don't forget synagogue, sisterhood email and bulletins, flyers, posters, phone squad and local media. Flyers and posters should be placed in the community as well. Ask the committee to help promote interest in the program.

4. Assignments:

Focus on needs, interests of committee. Assign specific tasks and clearly explain what needs to be done. Be available as a resource and for guidance. Make members of committee feel important and comfortable in their roles. Offer help but allow for self-expression and personal style. Be aware of progress at all times

5. Phone Squad:

Follow up phone calls are very important! Calls lend a personal touch and they are effective!

6. Printed Assignments:

A form should be prepared with everyone's tasks before, during and after the function. This cuts down on duplication and confusion. This is also helpful during the evaluation process as a "look-back" on what occurred.

7. Evaluation Meeting:

Committee should evaluate success as well as members who did not plan event. New ideas and suggestions should be ongoing. Keep records of all fundraising events. And be sure to thank everyone!

