

2024

Fundraising Guide



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Fundraising Committee Guide

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Fundraising Committee Guide

Objective:



To guide volunteers in understanding their roles and responsibilities as they work collaboratively to plan and organize fundraising events for the co-op. This guide will provide clarity on effective communication, planning, and teamwork to ensure successful fundraising efforts.

1. Roles and Responsibilities

Once roles are designated by the chairpersons, each committee member must take full responsibility for their tasks and keep the rest of the committee informed. Below are typical roles and their responsibilities:

- ✚ ***Chairperson(s):*** Lead the committee, delegate tasks, and ensure the overall progress of fundraising initiatives. Chairpersons also facilitate meetings and ensure communication remains clear and open.
- ✚ ***Event Coordinators:*** Organize and plan the logistics of fundraising events, including venue, date, time, and all necessary resources.
- ✚ ***Marketing and Communications Lead:*** Manage outreach to the community by circulating and sharing fundraising posts via social media. Post fundraising flyers to local community boards, namely Panera Bread and Starbucks.
- ✚ ***Finance Coordinator:*** Adhere to the budget for each fundraising event, track expenses, collect funds, and ensure the accurate reporting of income and expenditures.

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-  ***Sponsorship Lead:*** Reach out to local businesses or organizations for donations, sponsorships, or in-kind contributions to support the fundraising events.
-  ***Volunteer Coordinator:*** Ensure there are enough volunteers to help with setup, execution, and cleanup during the event.

Once these roles are assigned, each member must regularly update the committee on their progress, challenges, and any need for support.

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2. Communication Protocols

Communication is key to ensuring everyone stays informed and on task. All committee members are expected to provide a brief update to the group once a week using a group chat platform (such as WhatsApp), email, or a similar tool. Updates should include:

- Progress on individual tasks
- Any roadblocks or challenges encountered
- Any upcoming decisions or deadlines
- Requests for help or input from other committee members

Regular updates keep the planning process on track and prevent any last-minute surprises.

Responsiveness:

All members should aim to respond to messages within 48 hours to ensure timely decision-making. If there is an urgent matter, it should be flagged in the message to prompt a quicker response.

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3. Fundraising Event Planning & Execution

To successfully execute a fundraising event, it is crucial to follow a structured planning process.

Event Planning Steps:

Brainstorming: All committee members should contribute to brainstorming ideas for fundraising events. These could include bake sales, silent auctions, raffles, car washes, sponsorship drives, or any creative fundraising activities. Each idea should be evaluated based on:

- Feasibility (cost, time commitment, resources needed)
- Potential revenue generation
- Community involvement and appeal

Budgeting:

The Finance Coordinator will develop a budget for each fundraising event.

This includes:

- Projected expenses (e.g., venue rental, supplies, marketing)
- Revenue goals (how much the event aims to raise)
- Keeping costs low to maximize profits
- Tracking all income and expenses in real-time

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Sponsorship and Donations:

The Sponsorship Lead will work to secure donations from local businesses or individuals. This could be in the form of monetary support or in-kind donations like raffle prizes, food, or services.

Promotion and Marketing:

The Marketing and Communications Lead will create a promotional strategy. This includes:

- Utilizing social media posts and email blasts to spread the word
- Engaging with local groups and businesses to expand outreach

Volunteer Management:

The Volunteer Coordinator will ensure that enough volunteers are available for the event, manage sign-ups, and delegate responsibilities for event day tasks (e.g., setup, managing booths, cleanup).

Execution of the Event:

On the day of the event, each committee member should oversee their respective areas of responsibility to ensure the event runs smoothly. Teamwork is essential, and all members should be prepared to assist wherever needed.

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Tracking Progress and Deadlines:

To ensure smooth planning, establish clear deadlines for each stage of the fundraising process, such as:

- Securing event venues or materials
- Finalizing sponsorships or donations
- Sending out promotional materials

Meeting Deadlines:

Each committee member is responsible for meeting their deadlines and reporting any issues that might cause delays. Missing a deadline could impact the entire event, so it's crucial to communicate promptly.



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5. Event Day Responsibilities

The day of the fundraising event is when all planning comes together. Clear roles and efficient teamwork are crucial:

Setup: Volunteers should arrive early to set up booths, signs, decorations, and any materials needed for the event.

Managing the Event: Each committee member should be stationed in their assigned areas, managing logistics like ticket sales, welcoming guests, coordinating volunteers, and overseeing activities.

Handling Funds: The Finance Coordinator should securely manage any cash or check payments received during the event, keeping track of all financial transactions.

Closing and Cleanup: After the event, ensure that all materials are properly stored or disposed of, and the venue is left clean. Volunteers should be acknowledged and thanked for their help.

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6. Post-Event Reflection:

After the event, the committee should schedule a reflection meeting to discuss:

- What went well
- What could be improved for future fundraising events
- Total funds raised and whether the event met its financial goals
- Feedback from volunteers and attendees

Post-Event Reporting: The Finance Coordinator should provide a detailed financial report, outlining the event's income, expenses, and net profit. This report should be shared with the co-op leadership and committee members.

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7. Fundraising Event Ideas

If you're stuck on what types of fundraising events to organize, here are several creative and practical fundraising ideas to help raise funds:

1. Silent Auction –

- Solicit donations from local businesses and co-op families, such as gift cards, services, or homemade items.
- Host an auction during a co-op event or online, where participants can bid on the items.

2. Bake Sale –

- Have co-op families contribute baked goods, such as cookies, cupcakes, or pies, and sell them at local events, farmers' markets, or after church services.
- Consider adding a “homemade jams and crafts” table to expand the offering.

3. Read-a-Thon –

- Organize a sponsored reading challenge for the students. Each participant can seek pledges from friends and family based on the number of books or pages they read in a set period.

4. Community Yard Sale –

- Encourage co-op families and the broader community to donate unused items for a large group yard sale.

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- Host it in a visible public space, like a church parking lot or community center, and promote widely to attract buyers.

5. Scrip Fundraising (Gift Card Program) –

- Partner with a scrip program where supporters purchase gift cards through your co-op for everyday purchases, and a percentage of the gift card value goes back to the co-op as a donation.

6. Car Wash –

- Organize a car wash with the students and parents at a local business or community center.
- Promote the event as a way to support homeschooling families in the community and charge a set fee or accept donations.

7. Parents' Night Out (Babysitting Night) –

- Offer a babysitting service at the co-op or local church one evening, allowing parents to drop off their kids for a few hours in exchange for a donation.
- Plan fun activities for the kids while parents enjoy a night out.

8. Family Fun Day or Carnival –

- Host a community event with games, face painting, and activities like sack races, balloon tosses, and pie-eating contests.
- Charge for tickets or wristbands, and offer food, drinks, and homemade goods for sale.

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9. Homeschool Talent Show-

- Organize a talent show for the homeschoolers, inviting friends, family, and the community to attend.
- Charge admission and sell refreshments during the event.

10. Craft Fair or Artisan Market-

- Solicit donations from local businesses and co-op families, such as gift cards, services, or homemade items.

11. Fundraising Dinner or Potluck -

- Organize a fundraising dinner, either catered or potluck-style, and sell tickets to the event.
- Include entertainment or a guest speaker and add a silent auction or raffle to increase donations.

12. Walk-a-Thon or Fun Run -

- Plan a walk-a-thon or fun run where participants raise money by collecting pledges for each mile or lap they complete.
- Make it a fun family event with games, refreshments, and community participation.

13. Dinner Theater or Movie Night -

- Host a family-friendly movie night or dinner theater at a community venue or outdoor space.
- Charge for admission, sell snacks, and invite local performers for live entertainment between movies or courses.

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14. Online Fundraising Campaign –

- Draw attention to the group’s [FundRazr](#) account, where you can share the co-op’s goals and needs, and ask for donations.

15. Holiday or Themed Market –

- Organize a market for holiday-themed goods, such as Christmas decorations, Valentine’s gifts, or Easter crafts. Co-op families can contribute homemade crafts, baked goods, or handmade gifts to sell.

16. Workshop or Class –

- Offer educational workshops or skill-building classes (e.g., cooking, crafting, gardening, or coding) to the community and charge a fee for participants. Have co-op members or local experts lead the workshops.

17. Raffle –

- Secure high-value prizes like gift cards, donated services, or gift baskets from local businesses, and sell raffle tickets.

18. Adopt a Student” Program –

- Create a sponsorship program where donors can “adopt” a homeschool student for a year, covering specific costs such as field trips, supplies, or extracurricular activities.

By offering a variety of fundraising events, we can engage different parts of the community and encourage broad participation. These ideas can help

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fund field trips, educational materials, and other co-op activities while also building a sense of community among families and supporters.

8. Final Reminders for Success!

Consistent Communication: Keep the committee informed with regular updates and be responsive to questions or requests.

Ownership of Roles: Once roles are assigned, take full responsibility for your area, and don't hesitate to ask for help if needed.

Collaboration is Key: Working together and supporting each other leads to a more successful and enjoyable fundraising event for everyone.

By following these guidelines, each committee member will play a critical role in organizing and executing successful fundraising events that support the co-op and provide enriching experiences for students.

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LOCAL BUSINESSES

Below are approved vendors and locations we frequently visit.

<p><u>GAVER FARM</u> 5501 Detrick Road Mt Airy, MD 21771 (301) 865-3515</p>	<p><u>SHARP'S FARM</u> (at Waterford) 4003 Jennings Chapel Road Brookeville, MD 20833 (410) 489-2572</p>	<p><u>LARRILAND FARM</u> 2415 Woodbine Road, Woodbine, MD 21797 (410) 442-2605</p>	<p><u>MD SCIENCE CENTER</u> 601 Light Street Baltimore, MD 21230 (410) 685-2370</p>
<p><u>PORT DISCOVERY</u> 35 Market Place Baltimore, MD 21202 (410) 727-8120</p>	<p><u>HISTORIC SHIPS</u> (in Baltimore) 1417 Thames Street Baltimore, MD 21231 410-539-1797</p>	<p><u>WATERMARK TOURS</u> 1 Dock Street Annapolis, MD 21401 (410) 268-7601</p>	<p><u>BANNEKER MUSUEUM</u> 300 Oella Avenue Catonsville, MD 21228 (410) 887-1081</p>
<p><u>MARYLAND ZOO</u> 1 Safari Place Baltimore, MD 21217 (410) 396-7102</p>	<p><u>ROBINSON NATURE CTR</u> 6692 Cedar Lane Columbia, MD 21044 (410) 313-0400</p>	<p><u>B&O RAILROAD MUSEUM</u> 901 W Pratt Street Baltimore, MD 21223 (410) 752-2490</p>	<p><u>MUSEUM OF INDUSTRY</u> 1415 Key Highway Baltimore, MD 21230 (410) 727-4808</p>
<p><u>MEDIEVAL TIMES</u> 7000 Arundel Mills Cir, Hanover, MD 21076 (888) 935-6878</p>	<p><u>NATIONAL AQUARIUM</u> 501 E. Pratt Street Baltimore, MD 21202 (410) 576-3800</p>	<p><u>WALTERS ART MUSEUM</u> 600 N Charles Street Baltimore, MD 21201 (410) 547-9000</p>	<p><u>IRVINE NATURE CTR</u> 11201 Garrison Forest Rd Owings Mills, MD 21117 (443) 738-9200</p>

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<p><u>ARTS ON STAGE</u> 1021 Dulaney Valley Rd Towson, MD 21204 (410) 252-8717</p>	<p><u>TOBY'S THEATRE</u> 5900 Symphony Woods Rd, Columbia, MD 21044 (410) 730-8311</p>	<p><u>BROOKSIDE NATURE CTR</u> 1800 Glenallan Avenue Wheaton, MD 20902 (301) 962-1400</p>	<p><u>MPT TOURS</u> 11767 Owings Mills Blvd Owings Mills, MD 21117 410-581-4378</p>
<p><u>PLAY N LEARN</u> 9033 Red Branch Road Columbia, MD 21045 (410) 992-0992</p>	<p><u>GODDARD VISITOR CTR</u> 9432 Greenbelt Rd, Greenbelt, MD 20771 (301) 286-8981</p>	<p><u>HOWARD CONSERVANCY</u> 10520 Old Frederick Road Woodstock, MD 21163 410-465-8877</p>	<p><u>SKY ZONE</u> 7175 Oakland Mills Road Columbia, MD 21046 (410) 834-5717</p>
<p><u>HISTORICAL SOCIETY</u> 8328 Court Avenue Ellicott City, MD 21043 (410) 461-1050</p>	<p><u>MARYLAND ZOO</u> One Safari Place Baltimore, MD 21217 410-396-7102</p>		

RESOURCE LINKS

[Fundraising Event Budget](#)

[Event Planning Checklist](#)

[Fundraising Thermometer](#)

[Fundraising Telephone Script](#)

[Sponsor Acknowledgement Letter](#)

[Post-Event Reflection Form](#)