



HANDOUTS

7:30-8:15 a.m. Workshop #2: It's All About the Money

Speaker: Joan Porte

- IT'S ALL ABOUT THE MONEY...FUNDRAISING

LWV Virginia Convention May 2019

It is all about Money....Fundraising

Joan Porte

President

LWV Arlington Alexandria MAL

1. Fundraising is NOT a dirty word. It is necessary and vital and without it, we could not do our work. The basic question is why are we here? Can we do what we have to do as LWV if we had no income?
2. Establish a development committee. People with moxie, ideas and some connections are good but you also need the quiet research types. It is important for everyone to know that “we all can fundraise.”
 - The research types can help pinpoint demographics, find venues
 - The planners can get the evites out on time and track responses (We use Eventbrite.)
 - Then the “talkers” can do publicity – and talk to big donors if that is the way you go. They can also get freebies and discounts from caterers and hotels. (Trade them space in the announcements or allow them to put out their business cards in exchange for lower prices.)
3. Know your audience. What are the demographics of your area? What can most people afford?
4. Have a plan. Do you want to increase members to bring in more dues? Do you want on-going money or do you want to have events that are “one-offs.” Do you want to do direct email campaigns. Assess the strength of your committee and your League. Avoid the “Mickey and Judy in the Barnyard Syndrome.”
5. Types of Fundraising Projects (from easier to more elaborate and more lucrative.)
 - Restaurant nights – where portion of the proceeds goes to you.
 - Host a chili cook-off in winter or a hamburger picnic in summer and have people “vote” for their favorite.
 - Is there a community event with which you can piggyback? Team up – AAUW, NAACP – host an educational event – movie night.
 - Give them something – good speaker – a football star – a picnic – use your imagination. (Duck race on the river. Roaming art show, trip to historical site for women or voting rights in your area....women’s art show)
 - Bling- t-shirts and useful items.
 - Candy, coffee or snack sale at the polls
 - Host a private reception in someone’s home with a prominent speaker – talk up League and ask for donations.
 - Do not forget Facebook birthday fundraisers.
 - Cash in on the Centennial we are having a big birthday next year! Our birthday is Valentine’s Day – special chocolates sale? – Suffragists dinner –come as your favorite suffragist?
 - Has anyone in your area written a book re: voting, suffrage etc.?
 - Big donor dinner.
 - Giving Tuesday. The best way is with social media.

- Ask them to donate monthly:
 1. \$10 a month funds materials for a voter registration drive,
 2. \$20 a month funds a high school voter registration/civics class
 3. \$30 a month funds 10 voter education programs
- Do not be afraid to ask people to put you in their wills. Host a legacy evening with a financial planner. (This is best once you cultivate people.)

6. Play six degrees of people. List the people you want – make a wish list – do some research - and then see who knows them. Prominent people can include the person who runs the nail salon.

a. Use it to locate speakers and use it to find potential donors or members.

7. Email or direct mail:

a. If your League has events, keep the names and emails of those who have come and then do a solicitation – to get either money or membership.

- A longer letter is better – 2 – 3 pages
- Use bullet points – lots of white space
- Always add a P.S.

b. Go to them more than once. You need to hit contacts at least 5 times. (We got seven new members with one hit.)

Send them invitations to debates- send them vote 411.org information, just have events in the community - if you are looking for members.

8. The fundraising breakfast

Invite prominent people and serve a basic continental breakfast. The breakfast is free but they know you will ask for money. Use the time to applaud what you do.

9. Blow your own horn

a. Develop a media list – send them press releases for everything you do – even non-fundraising events.

b. Send your newsletter to “prominent people.”

10. Use your annual meeting. Invite your list of people, invite business people – have time before to mingle with guests and pitch them.

11. Always be thinking – talk up the League – wear your pins. Always think of a connection – if your friend is a florist – what networking groups are they in – can they do a program on the yellow roses of suffragists.....sound odd? Maybe – but that might feed an idea. Whom do they know that you don't?

DO:

Have a committee

Follow up

Send thank you notes

Keep growing your list – Mail Chimp

Blow Your Horn

Take Credit cards- have Square or PayPal Here on your phone or iPad

Sample Letter



***Organize, agitate, educate,
must be our war cry.***

Susan B. Anthony



Dear Friend:

Looking back over the last few months, we at the League of Women Voters of Arlington, VA are astounded at the incredible response we have received to the many programs we have sponsored. *It is amazing.*

It is because of your interest in actively defending Democracy that we have been able to hold forums on:

- The “missing middle” in Arlington housing and how we can increase middle class homeownership;
- The restoration of voting rights for those who have lost it due to felony convictions;
- How to have civil discourse - yes, even today and on political topics;
- The need for an independent redistricting commission to rescue Virginia from being one of the most gerrymandered states in the country;
- Election security and ballot protection in these frightening days of nefarious hacking;
- The plight of DACA and Dreamer kids in Arlington;

Just to name a few...and you helped make these programs successful!

That is only the beginning!

The League of Women Voters of Arlington also:

- Sponsored one of if not the largest voter registration training sessions in Virginia history – and trained more than 200 people on how to conduct third party voter registration drives!
- Sponsored a School Board debate in Alexandria because our reach extends to Alexandria City. We would love to have anyone from Alexandria join us.
- Registered more than 500 high school students in 2018 alone;
- Conducted more than 20 voter registration drives in condominiums, apartments, farmers markets, and community events, as well as at the Arlington Food Assistance Center;
- Held a Citizenship class for people moved from homelessness to apartments by the Arlington Street People’s Assistance Network.

There is more – so much more – we can, should and must do!

As our wildly successful t-shirts read: We the people: DEFEND DEMOCRACY!

We need you to do it.

Become a member of the Arlington League of Woman Voters today to help us continue to educate, agitate, and organize.

Your membership in our chapter League makes you a member of the National and State Leagues. By becoming a member you also support the work of the National League of Women Voters lawyers as they fight:

- **unfair voter roll purges;**
- **partisan redistricting laws;**
- **Discriminatory voter id laws.**

Join today for only \$50 for a single yearly membership or \$75 for a family of two residing at the same address. <https://lwv-arlingtonva.org/take-action/>.

- Members are also eligible to vote on policy issues and attend education and action forums on the state and national levels.
- Plus you get the added bonus of belonging to the National Capital Area League and influence transportation, housing, and other issues pertinent to the DC Metro area.

All for \$50 a year!

**Sincerely,
Membership Chair**

P.S. You don't have to be a woman to join the League of Women Voters but you have to believe in their power.

We envision a democracy where every person has the desire, the right, the knowledge, and the confidence to participate. We believe in the power of women to create a more perfect democracy.

Join us

<https://lwv-arlingtonva.org/take-action/>

[Join Today](#)



Just one of many events supporting
non-partisan redistricting!



Some Book Club members and a special guest.

Resources:

<https://blog.fundly.com/fundraising-event-checklist/#planning>

<https://www.networkforgood.com/nonprofitblog/how-plan-your-fundraising-event/>

<https://blog.capterra.com/the-ultimate-fundraising-event-checklist-for-nonprofits/>

<https://eforms.com/consent/photo/>

<http://www.nonprofitlawblog.com/top-5-fundraising-legal-tips/>