



## **Elks National Foundation**

### **2010 Grand Lodge Convention – Orlando Share Your Fundraising Ideas**

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Dozens of Lodge ENF Chairs and interested Elks gathered during the 2010 Grand Lodge Convention in Orlando to attend the “Share Your Fundraising Ideas” workshops. They discussed ideas for fundraising in the areas of special events, Indoctrination and new members, fundraisers during Lodge meetings, and ways to recognize ENF donors. Thanks to everyone who attended!

We’ve compiled this list of the successful fundraising ideas shared during the workshops. Put these ideas to work at your Lodge.

### **Special Event Fundraisers**

#### **Keep Track**

Send donations to the ENF in the names of the individuals who gave them, or perhaps the winner takes all (credit, that is). When individuals get credit toward their individual giving histories, it’s an extra incentive for them to support the ENF and we can recognize them for their donations.

#### **Bring in the Volunteers**

Remember: you don’t have to go it alone. Look to members of your Lodge, friends and family to assist in the preparations for events you’re planning.

#### **Music and Entertainment**

Attract more people to your event by recruiting a band, magician, or other attractions to perform as entertainment.

#### **Raise Before the Dollars**

Get food, gathering space and other items donated for your event to minimize expenses. Ask members and local business to pitch in however possible. With in-kind donations, more proceeds can be donated to the ENF.

#### **Host a Meal**

Pick a time that doesn’t conflict with other activities at the Lodge and host a meal for ENF. Send special invitations, publicize the event in the Lodge newsletter, and charge admission. Repeat the meal each month, or at least a few times a year.

#### **Include an Auction**

Solicit in-kind donations from local businesses or Lodge members to include in an auction at your event. Keep it silent and subtle, or bring more attention as a main event with an auctioneer.

#### **Auction your Officers**

Every officer has a talent, so auction them off to members! Maybe your ER can cook a great meal, your Tiler can offer a motorcycle ride, or your Lecturing Knight has an

outstanding ability to clean. Put these small talents up for bid and allow officers to arrange plans with the winner bidder. Proceeds support the ENF!

### **Uncommon Holidays**

Marti Gras, Valentine's Day, St. Patrick's Day, Arbor Day, Cinco de Mayo... perhaps your Lodge doesn't already celebrate these occasions? Take advantage and plan a themed event.

### **Tickets in Advance**

Sell raffle tickets before your event to get more people involved. Mail tickets out to members and invite friends and neighbors, too. Then offer more tickets at the event.

### **Use It First, Raffle It Later**

The Lodge purchases a big ticket item to use for a few to several months, such as a flat screen TV, and then raffles it off. Send profits from the raffle to the ENF. Everyone wins!

### **Bake-less Bake Sale**

Mail a ticket to each member with a creative, funny letter inviting them NOT to bake an item for the bake sale. Instead, invite them to simply donate \$10 to the ENF.

### **Queen of Hearts Drawing**

Start with a basic weekly raffle and a deck of playing cards laid out face-down on a bulletin board. The raffle winner each week chooses one card from the deck, hoping to find the Queen of Hearts. The winner receives a percentage of the money and the pool grows until the Queen of Hearts is found. The rest gets donated to ENF.

### **Car Wash**

Post signs around your community to attract dirty cars and donations to your Lodge or some near-by location for a car wash. Spice it up as a "Bikini Car-Wash."

### **Make it a Draw Down**

Add a different approach to your raffle. Instead of drawing the winning numbers, eliminate the losing numbers throughout your event. The last number drawn is the winner for the night.

## **Indoctrination and New Members**

### **Be There!**

Always attend Indoctrination—use this great opportunity to introduce ENF right away.

### **Get Emotional**

When you talk about the ENF, speak from your personal experiences. Tell what ENF means to you and share real-life examples of the ways ENF helps in your community. Expressing your personal connection makes your message memorable and moving.

## **Ask**

A primary reason people don't give is because nobody asked. Invite your new members to support the ENF. It's not too soon to ask.

## **Bring on the Brochures**

New members hear a lot at Indoctrination, so provide printed material about the ENF for them to bring home and read later. The ENF "Good Deeds" Brochure, ENF in your State, and the Grants and Appropriations flyer are all available free of charge from ENF.

## **Make Them Heroes**

Every person who supports the ENF encourages youth, fosters education and provides comfort and care to veterans. Illustrate the connection between donors and the people they serve with their support of the ENF.

## **Scrapbook**

Keep a scrapbook of newspaper clippings, Lodge bulletin articles, photos and honor rolls to highlight the ENF's involvement in your community. Include success stories, quotes and donor recognition, and then circulate the scrapbook at your Lodge.

## **Lodges Give First**

Encourage your Lodge to include a \$10 donation to ENF for every new member. This first gift will inspire support and start the new member's giving record.

## **Highlight the Helped**

Explain each program of the ENF, who and how it helps. Get specific about program recipients close to home.

## **More for your Money**

Feature information that for every dollar given to support the ENF in your state, the ENF gives back more in state grants, scholarships, veterans and youth programs.

## **The ENF Umbrella**

This visual aid demonstrates how the ENF connects to your community. Hang an umbrella in the Lodge and label it "ENF." From the umbrella, hang a sign for each ENF program and the program recipients who benefit. Include your state major project, Hoop Shoot, scholarships, veterans and the Community Investments Program.

## **ENF at Lodge Meetings**

### **Announce, Announce, Announce**

Give the ENF committee report on the floor and include news and announcements about ENF programs. Keep members aware of the importance of supporting ENF.

### **Fines for Fouls**

Raise money for ENF when someone disrupts the meeting or breaks a rule. Be creative; fine members for mispronouncing names or if their cell phone rings.

### **Split the Pot**

Run a 50/50 raffle at each Lodge meeting. The ENF wins half the pot and the raffle may motivate more members to attend.

### **Common Ground**

Get to know each other better while helping ENF! Invite new members to share a list of fun facts about themselves, such as pets, hobbies and interests. Announce them one by one at a meeting. Members with the same fact or interest must donate a dollar to ENF.

### **Badge Drawing**

Every member purchases a name badge and can pitch in for a weekly drawing when present. The name drawn wins half the pot or less if not wearing their badge. The remainder goes to ENF in their name. You'll be surprised how comfortable members feel approaching each other when they don't have to remember a name!

### **Recognition Ideas**

#### **Heart Pins**

Have red Heart Pins on hand for new donors who make their very first gift to the ENF.

#### **Know Your Donors**

Some donors prefer to stay discreet in support of the ENF, so they may feel public recognition is too much or even embarrassing. Talk to your donors about their personal preferences and thank them in the most appropriate ways.

#### **Public Presentations**

Bring special attention and celebration to donors' support by presenting pins and certificates at Lodge meetings or other Elks gatherings. Invite a District Deputy or State ENF Chair to present to higher level donors, and always let the audience know why it's important to support the ENF.

#### **Writing on the Wall**

Display an up-to-date ENF Honor Roll of Donors as a recognition board at the Lodge or printed in the Lodge newsletter. Use the ENF Donor Category Report or the History of Donations, available to Lodge ENF Chairs, to get the most accurate information.

#### **Media Blitz**

Notify your local newspapers, television and radio stations about generous donors from your Lodge and the work of the ENF they support in your community. Media spotlight will bring attention for the Elks, the ENF and the donors.

#### **Stick It to Their Cards**

Place ENF red-heart stickers and ENF donor level stickers (available free from the ENF) on donors' membership cards. They can show their support proudly whenever they show their card!