

135 Main Street Fundraising Event Ideas

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Heritage Consulting Inc.

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Agenda for today

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- 10 typical types of fundraising events for Main Street organizations
- Difference between a fundraising event and a special event
- Review of each of the 10 types of events, and many samples of each
- 3 case studies using work plans
- Component parts for type of events to add revenue
- Focus on net revenue—revenue minus cost equals net revenue

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Fundraising event vs. Special event

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Fundraising event

Special event

- Designed to raise money only
- Events do not have to be in downtown
- Only raises money

- Designed to acquaint or reacquaint people with downtown so they come back and shop
- Not designed to ring cash registers that day
- Events happen in downtown

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10 types of Main Street Fundraising Events

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1. Auctions
2. Dances, awards dinners, roasts
3. Races, contests
4. Raffles, NE Gambling laws
5. Gambling
6. Events at specific locations
7. Product sales
8. Green
9. Tours
10. Shows: antique, car etc.

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1. Auctions

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- Live auction with auctioneer
- Silent auction—write name down on sheet
- Chinese—tickets for sale or drum type
- Online auctions (eBay etc.)
- Cow/chair/artist painted fiberglass item
- Festival of trees/wreaths



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1. More Auctions

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- Birdhouses
- Caulk art/ice sculptures
- Pick a Purse/Dinner with an old Bag/Its in the bag
- Antique or monster truck
- Dirty "Santa" /Yankee Swap/Boo Boo party—for events where you can grab someone else's gift choice



Laconia NH Chair Affair

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1. Component parts of auctions

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- Ticket sale to get into auction
- Cash bar
- Food sales
- Program book—ad sales
- Sponsorship of venue
- Sponsorship of tables
- Sponsorship of food sales
- In kind donations of auction items
- Christmas trees/wreaths to decorate



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1. More component parts of auctions

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- Port a potty sponsorship
- Band sponsorship
- Tent sponsorship
- Cow/fiberglass item sponsorship
- Sponsorship of publicity
- Sponsor of chalk art/ice sculpture
- SWAG bags
- Tote bag sponsorship



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Case Study: Piccadilly Auction Lees Summit MO

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2. Dances/awards dinners/roasts

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- Gala dinner-formal
- Informal dinner BBQ
- Game night
- Fashion show/dance
- Worst bridesmaid /ugly tie



Let's Wine about Winter MS Libertyville IL

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2. Dances/awards dinners/roasts

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- Awards dinner
- Volunteer recognition
- Denim and diamonds dance
- Local politician or local famous personality roast
- Funeral New Orleans style with roast
- Cocktails for a Cause



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2. Component parts of Dances/award dinner/roast

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- Ticket sales
- Cash bar
- Program books—ad sales
- Table sponsorships
- Sponsorship of printing
- Sponsorship of venue rental
- Sponsorship of food/wine
- Roasted invites his/her buddies



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2. Component parts of Dances/award dinner/roast

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- Sponsorship of award itself
- In-kind donation of food/liquor
- Sponsorship of publicity
- SWAG bags donations
- Tote bags
- Photo booth (order photos on line from photomerchant.com)

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3. Races/contests

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- Race/marathon
- Joke telling
- Dance till drop
- Scavenger hunt
- Cow pie/chip
- Pet parade with judging contest
- Pink flamingo
- Darts



MS Libertyville IL Golf Outing

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3. More races/contests

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- Corn hole tournament
AKA bean bag toss
- Sweet treats all you can eat
- Diamond dig
- Fire truck pulls
- Bath tub races



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3. More Races/contests

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- Death by chocolate
- Scavenger hunt
- All you can eat
- Soap box derby
- Suitcase party
- Minimal Regatta or recycled regatta
- Great Check Photo Event
- Mini golf



MS Libertyville IL Sunrise Shuffle

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3. Component parts Races/contests

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- Entry fee
- Photos of race finish
- Sponsorship of t-shirts
- Sponsorship of flamingos
- Vendor fees
- Bingo card
- Cash bar
- Food sales
- Program book—ad sales
- Photo/video sales of contest



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3. More component parts Races/contests

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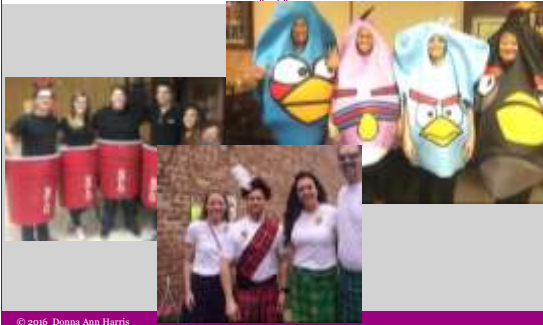


- Soda/water sales
- Commemorative items
- Award medals/trophy sponsorship
- Sponsorship of publicity
- Donation or sponsorship of airfare/resort holiday
- Sponsorship of pale/shovels
- Sponsorship of luggage/tote bags

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Case Study: Can in Ball Classic Freemont NE

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NE Gambling laws

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What's regulated for Nonprofits:

- Bingo
- Pickle cards—pull tabs
- Raffles (merchandise)
- Lotteries—cash winnings, ticket drawings, 50/50

- Do not need a license for SMALL Lottery/raffles IF
 - Lottery under \$1000 gross
 - Raffle under \$5000 value
- No fees or taxes to be paid
- Only 1 lottery per month
- Funds can be comingled with other \$

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More on gambling in NE

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- Prizes awarded in a small raffle must be at least 80 percent merchandise prizes
- Cash or check only, no credit cards can be used; separate bank account if over threshold

- Lotteries and Raffles proceeds must:
 - 401.01A(6) contribute to the betterment of the community, such as sponsoring park clean-up or beautification projects.
 - 401.01A(9) Lessening the burdens borne by government or voluntarily supporting, augmenting, or supplementing services

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Gaming and the IRS for 501c3

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- IRS Issues Unrelated Business Tax
- Gaming is not an exempt purpose
 - Unrelated business income
 - If you make over \$1000 must pay UBT quarterly



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5. Raffles

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- NE GAMBLING LAW
- BIG ticket raffle (car, boat, truck etc.)
- Small scale raffle (trips, sports item etc.)
- 50/50 (all cash raffle)
- Win the window
- The Stretch (raffle tickets)



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4. Component parts of raffles

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- Raffle ticket sales
- Sponsorship of tickets
- In kind donation of items in window
- Discounted cost of car/boat
- Consignment of furs
- Donation of car/boat
- Sponsorship of publicity



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5. Gambling

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- NE GAMBLING LAW
- Casino night
- Poker tournament
- Night at the races
- Bingo
- Guess how many in the jar?
- Dice Niter—Ladies gambling
- Pickle cards—pull tabs



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5. Component parts to Gambling

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- Tickets to enter
- Sale of poker chips
- Cash bar
- Food sales
- Sponsorship
- Program book—ad sales
- In kind donations
- Vendor fees
- Percent of food sales
- Sponsorship of publicity



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6. Fundraising events at specific locations.... these don't have to be in downtown !

- Bowling tournament
- Car wash/dog wash
- Stair steps/committee based
- Golf outing—hole in one
- Mini golf
- Wine/beer/whiskey/ cocktail/food tasting
- Rubber duck race (at a river)
- Polar bear plunge
- Local wine sales in a dry town

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6. Component parts specific locations

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- Ticket sales
- Rental of shoes
- Cost per game
- Wash per car
- Ducks to sell
- Cash bar
- Food sales
- Program book-ad sales



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7. Component parts specific locations

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- Vendor fees
- Percent of food sales
- Sponsorship of tote bags
- Sponsorship of holes
- Sponsorship of publicity
- Porto potty sponsor



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7. Product sales

- Candy, donuts, pumpkins
- Cookbooks
- Plants/seeds/trees etc.
- Magazines, gift wrap, cards
- Fruit and fruit baskets
- Christmas ornaments
- Tote bags
- "No Bake Sale" Sale
- Buy a brick

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7. More product sales

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- Calendars (naughty or nice)
- Large historic markers
- Benches/streetscape items
- Hanging flower pots
- Interpretation signs on buildings, markers



Plymouth NH

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7. Component parts product sales

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- Cost of object sold
- Donation of objects to sell
- Consignment of objects to sell
- Sponsorship of calendar pages
- Sponsorship of publicity
- Sales "in honor of"
- Sales "in memory of"



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Case Study: Buy a brick Lake Orion MI

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8. Green

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- Recycling –ink jet, paper shredding, office equipment
- Town wide yard/garage sale
- Christmas tree chipping



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8. Component parts Green

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- Sponsorship of publicity
- Tote bags
- Vendor fees for flea market in a garage
- Map sponsorship for town wide yard sales



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10. Tours

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- Downtown buildings
- Upper story apartments/condos being rehabbed
- Hard hat tour of construction projects
- Historic Houses close by
- Gardens nearby



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9. More tours

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- Ghost tours
- Cemetery/Halloween
- Dine with the Departed (held at a cemetery)



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9. Component parts of Tours

- Ticket sales
- Soda/water/cash bar
- Food sales
- Sponsorship of publicity
- Sponsorship of tour book
- Program book—ad sales
- In kind donations—flowers
- Vendor fees
- Percent of food sales
- Consignment boutique
- Tote bags

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10. Shows

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- Car show
- Antiques show
- Motorcycle show
- Agricultural show
- Antique trucks/tractors
- Crafts
- Music festival
- Flea across Florida (or across your state)
- Flea market in the parking garage



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10. Component parts of shows

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- Vendor fees
- Soda/water sales
- Food sales
- Tickets to enter show
- Cash bar
- Program book—ad sales
- Sponsorship of awards
- Sponsorship of publicity



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Issues with all fund raising events



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Basic issues with all events

- Volunteer leadership
- Volunteers to plan and work event, partners
- Complete work plans
- Upfront money for costs
- Partnership with local media to publicize

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Basic issue with all events

- Time to plan/implement
- Monitoring advance ticket sales
- Insurance
- Cash control day of event
- It's a lot of work! Can you raise the same amount of \$ an easier way?
- Need a work plan for accountability and P&L at end

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Focus on the NET profits

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- Events have costs
- The more costs you can underwrite or get for free, the more "profit" or net revenue you will make for an event.
- First year event, try very hard to break even or make money
- Second year expect to at least double your net revenue or more!
- Volunteer leadership key to success

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Advice about component parts

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- Ticket price affects who can attend
- Offer a variety of ticket prices throughout the year
- Limit the number of on site opportunities for additional components to no more than 4



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Advice about component parts

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- Have committees for each of the component parts
- Put your best salespeople on duty for on site sales
- Match the component part to the quality of the event

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Questions about fundraising events?

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Thank you!

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