

From Awkward to Awesome: Ten Tips for League Fundraising Success!

- 1) **Make the Ask!** Everyone knows that if you don't ask, you don't get. Always be on the lookout for opportunities to solicit donations for your local League -- LWV does important work and a lot of folks will be excited to contribute... they just need to be asked by you!

- 2) **Plan Fun Events and Trips for Your Members.** An easy way to raise funds for your League is to host fun cocktail parties and/or field trips. Plan a meet-and-great reception at a local bar or member's house and charge a small attendance fee. Alternatively, plan a visit to a local museum or place of interest in your area and ask attendees to pay an amount a little bit above the price of admission as a donation to your League. It's amazing how quickly those dollars can add up!

- 3) **Send an Annual Fundraising Appeal.** It's astounding how many Leagues are not using their mailing lists to raise funds for their initiatives. Sending an annual appeal is a great way to let your members know what you're working on and why their donations are important. Plus, charities use direct mail because it works!

- 4) **Thank you, thank you, thank you!** One of the key reasons that donors stop donating to certain organizations is because they don't feel recognized. Don't make this same mistake! A short, hand-written note or a personal phone call from a board member can go a LONG WAY towards ensuring that donors feel appreciated.

- 5) **Encourage Susan B. Anthony Memberships.** This is an excellent way to maximize your League's membership revenue. Currently, national PMP is \$31 and state PMP is \$15. Setting a Susan B. Anthony membership level at \$100 (or above) means that your local League keeps \$54 in your coffers versus \$14 for a regular, \$60 membership.

- 6) **Make it Easy to Donate via Credit Card.** Fewer and fewer people carry cash or checks these days, and most folks expect to be able to pay for meetings, events, trips, dues, etc. with a credit or debit card. Don't miss out on a donation or new member because your League doesn't have a way to process credit card payments. The state office uses PayPal Here, but there are many other platforms out there. Pick one and get to swiping!

7) **Send Email Appeals.** Online giving is on the rise as more and more individuals choose to donate via the web. Try sending an electronic appeal or including a donation link in your League's email communications -- it's a low-cost way to help your League meet its fundraising goals!

8) **Adopt-A-Precinct.** One of the best fundraising ideas we've seen is to encourage your local League members to work as pollworkers during the election season and then donate their earnings to the League! Not only are they doing a great civic service and helping to facilitate the democratic process, but your local League can benefit. It's a win-win!

9) **Sell "Happy Bucks" at Your Meetings.** A cute way to raise some *dinero* at meetings is to invite people, for the cost of \$1, to share something with the group that they are happy about (i.e. the birth of a new grandchild or the reaching of a career milestone). Happy bucks encourage folks to support the organization while allowing others to share in their good news.

10) **Connect Donations to the League's Mission.** Remember that contributions enable the League to fulfill its mission of encouraging informed and active participation in government. While you may find it difficult to ask for donations at first, just remember that fundraising is necessary to ensure that your local League can educate and empower as many citizens as possible. Passion for the mission is key to fundraising success!