

7 - Fund Development

Overview

The purpose of the League's fund development efforts is to raise funds to support community projects, training for members, and overhead expenses.

Examples of Past Fundraisers

Throughout our 80+ years, we have utilized a number of fundraising strategies. Some of those strategies include:

- Follies
- Christmas Bazaar
- Developing and selling our own cookbooks
- Gala
- Reverse Raffle
- Night at the Races
- Guest Bartending
- Restaurant Percentage Nights

Examples of Ways Members Help with Fundraising

Ways members may be asked to help with Fundraising include:

- Event planning
- Graphic design (invitations, programs, flyers, tickets, signage)
- Securing sponsorships
- Picking up donations
- Shopping for/creating decor items
- Marketing an event via social media posts, press releases, and radio interviews
- Setting up for an event
- Working at an event, including check in, selling tickets, pulling bid sheets, acting as cashier, cleanup, etc.
- Writing thank you notes
- Packing items for storage
- Post-event survey creation, data collection, and evaluation
- Attending and encouraging others to attend events

Grant Writing

From time to time, an initiative on which League is pursuing may align with an available grant provided by another nonprofit, a government entity, or a foundation. Typically an ad-hoc committee will be formed to work together on a grant proposal. The Foundation Directory Online via the AJLI website is a great resource to search for grants provided by over 140,000 funders (<https://www.ajli.org/?nd=fdo>).

The Junior League of Stark County's Endowment Fund with Stark Community Foundation

A number of years ago, a group of dedicated members came together and funded an endowment in League's name, which is held by Stark Community Foundation. This is a League fund that allows us to respond rapidly to emerging community needs by drawing interest and a percentage of earnings off of the fund each year. Gifts made to the endowment are a permanent source of community capital helping to do meaningful work today and in the future. Contributions to this fund may be made anytime in anyone's honor, or memory, and should be sent to headquarters. Donors will be recognized with a letter and a listing in a League publication. In addition, League makes a small contribution in honor of any member who may pass away during the League year.

*****Please visit the Fund Development page of The Association of Junior Leagues International's (AJLI) Learning Portal and review Section I, Overview of Fund Development.*****

- Log in to the AJLI website, and navigate to https://www.ajli.org/?nd=lp_concentration_home&content_id=302#.W73LuGhKjIX
- As time and interest allows, continue to review the remaining six sections related to Fund Development.
- Should you be placed on the Fund Development committee, please review all sections ASAP.

Frequently Asked Questions

Question: Outside of payment of yearly dues, is there a financial obligation required for members of The Junior League of Stark County?

Answer: No. However, all members, regardless of committee placement, are expected to participate in fundraising efforts. This might mean helping prep baskets, picking up donations from businesses, donating a basket or making a monetary contribution, setting up for an event, attending an event, or making an introduction to a potential donor.

Question: I've never really fundraised before and I don't think I can ask people for money. Isn't it awful?

Answer: Not necessarily. Fundraising is a necessary evil for most, if not all, nonprofits. The worst we can hear when asking for support is, "Not this year." We will provide you with training and the information you need in order to be successful, and members do not have to seek donations alone. For event-based fundraising, we typically send a written solicitation first (see the next page for an example), and then we will develop a strategy (and often even a short script) for follow up phone calls or visits.

Question: What is the key to successful fundraising?

Answer: There are several key points: First, a personal connection is always helpful, as is building strong relationships with our funders over time. Second, the person asking should know the organization's mission, be able to speak clearly and concisely about the mission, and should be able to articulate why a funder should support The Junior League of Stark County -- oftentimes this last part comes as a story about a personal experience, a favorite community project, etc.

Question: I have more questions about fundraising and/or an idea for a fundraiser. Who can I talk to?

Answer: Any member of the Fundraising committee or the Executive Board would love to chat with you! In addition, a wealth of information may be found within the Junior League Fund Development Exchange Group on Facebook (<https://www.facebook.com/groups/386335828412812/>) or in the Resource Library on the AJLI website (https://vms.ajli.org/?nd=resource_library).

Additional Resources (Optional)

AJLI Webinar: Special Events Done Right (60 minutes)

https://vms.ajli.org/?nd=resource_detail&resource_id=2811#.W73JjWhKjIU

AJLI Webinar: Women-Powered Philanthropy: Local Focus With Exponential Impact (57 minutes)

https://vms.ajli.org/?nd=resource_detail&resource_id=2496#.W73KTmhKjIU

AJLI Sample Fund Development Plan for Junior Leagues (handout)

https://vms.ajli.org/?nd=resource_detail&resource_id=1549#.W73NUWhKjIU

Junior League Initiatives in Fund Development: Conference Showcase 2015-2016 (Presentation)

https://vms.ajli.org/?nd=resource_detail&resource_id=2497#.W73NtWhKjIU

Please direct any questions to the Fundraising Committee Chair

After you have completed the module, please visit the following link for a short 5 question quiz:

<https://goo.gl/forms/2gwrP9YEgvFhhQb2>

Sample Fund Donation Letter



**THE JUNIOR LEAGUE OF
STARK COUNTY, OHIO, INC.**
Women building better communities®

Dear Friend of The Junior League of Stark County, Ohio, Inc.,

For more than eighty years, The Junior League of Stark County, Ohio, Inc. has been making a positive impact in Stark County by investing our resources to help others. Through our service to the community we have worked with various organizations to serve men, women, and children.

This year The Junior League of Stark County, Ohio, Inc. is hosting our annual fundraiser, a **Night at the Races**, with fun gaming activities, raffle baskets, and a silent auction. The event will be held on **Friday, February 8, 2019 at 6 p.m. at Elm Ridge Party Center**. Please consider generously supporting this event with a cash sponsorship or donation of items or services.

With the support of donors like you, we have created several innovative projects focused on significantly increasing our impact in Stark County. This year we are focusing our efforts on our new impact area within food security. In a community where 1 in 5 children is hungry, this is an issue that is closely aligned with our mission and that is experienced throughout our entire service area of Stark County. We are collaborating with many partners to provide and support hot meal service, backpack programs, and community gardens, as well as increase food access in our community. We continue to be committed to training our members to assess the needs of our community and to realize the opportunities in which we can contribute, such as educational programs for children on healthy eating and preparing meals for distribution. Additionally, for the fifth year in a row, our organization will be awarding up to \$5,000 through our Junior Leaders Service Grant program to female leaders from kindergarten through high school who conduct service-based projects in Stark County. With these projects and future initiatives, our organization is striving to make a greater impact in service to our community.

Our goal this year is to raise \$25,000 to continue providing diverse projects focused on improving the lives of others in our community. We hope you will take this opportunity to make a tax-deductible donation to The Junior League of Stark County, Ohio, Inc., and help us to achieve our three-part mission; promoting voluntarism, developing the potential of women, and improving communities through the effective action and leadership of trained volunteers. Your support is critical to our success and we would appreciate your help in making this an incredible event.

Please find enclosed in this packet various sponsorship level details and the donor contract form. Feel free to contact Beth Yoak with any questions at 614.506.5998.

Warmest regards,

THE JUNIOR LEAGUE OF STARK COUNTY, OHIO, INC.

Beth A. Yoak
Finance Council Vice President