

# How to Plan a Fundraiser

## A How-To-Guide for Treasurers

Without money, a chapter cannot grow, achieve its goals, and carry out its activities. Therefore, in addition to educational events, fundraising can be one of the most important activities that a chapter performs. Fundraising projects should be planned based on chapter goals. A financially solvent chapter is able to meet goals such as:

- Sponsor high quality educational programs.
- Provide funding for chapter officers and other volunteer leader's to attend ANNA's leadership development programs (i.e. VLW)
- Donate money to selected charitable organizations or causes.
- Maintain enthusiasm for its members as they realize tangible rewards for their volunteer efforts.

## GENERAL FUNDRAISING GUIDELINES:

1. **SET A GOAL:** Select a goal that is attainable and supported by chapter members & chapter officers and can easily be met through holding 1 or 2 successful fundraising projects per year.

- Examples of goals that are important to chapter members: donation to certain charitable causes, sponsor local health screening, providing scholarships/funding for officers to attend leadership development meetings and members to attend ANNA educational events/

2. **CONSIDER THE TARGET POPULATION:** Identify targeted population (ANNA members only, advanced nephrology practitioners, any nephrology professional, and/or at the general public).

***Types of projects that could be targeted to each of these groups include, but are not limited to:***

**ANNA Members:** Items with the ANNA logo or chapter logo (NOTE: Chapters must obtain written authorization to use the official ANNA logo on products or to sell products at nationally-sponsored ANNA meetings. Contact your ACST Leader for information. (per P&P 1.07).

**Nephrology Practitioners:** Registration or hotel accommodations for a regional/national ANNA meeting, items with the CNN logo, items related to nephrology nursing (Note: Chapters must obtain written authorization from the Nephrology Nurses' Certification Commission [NNCC] to use the CNN logo).

**General Public** - Raffle for a cash prize, a Bowl-a-Thon, flower sale, wrapping paper sale. In addition, chapter educational programs should be moneymakers, appealing both to members and to nephrology practitioners in general.

### **3. SELECT THE PROJECT**

Choosing the right project for the right target population is important to the success of the project.

- The project budget should be a guide.
- Start small and work toward bigger projects
- Ordering items such as logo mugs or T-shirts require a larger upfront payment than does the printing of raffle tickets.
- Do not exhaust entire chapter monies on one project.
- Fundraising committees should thoroughly investigate all aspects of a potential project before presenting it to the Chapter Executive Committee for consideration.

### **4. SELECT A SUB-COMMITTEE/TASK FORCE**

- Identify a small number of people (2-3 is sufficient) to lead the project. Selection of this group can either be the first step in the fundraising efforts or it can be done after the chapter members and/or Executive Committee have made some of the previously mentioned decisions.
- Sharing project information with chapter members will allow officers to assess the level of support and enthusiasm for the idea(s) among the members. It also provides an opportunity for individuals to come forward who are willing to participate in the sub-committee or task force and to generate interest among the members.

### **5. DEVELOP A CHAPTER WORK PLAN**

The fundraising committee should develop a Chapter Work Plan for each project and identify committee members and their specific responsibilities.

### **6. PUBLICITY**

- Start publicity early (example, use ANNA Connected for Save the Date message)
- Mention event in all chapter newsletters and mailings from beginning to the end of the project.
- Depending on the size and scope of the project, consider wider publicity such as the ESRD Network, the local Kidney Foundation, or the ANNA Update.

### **7. ALWAYS KEEP THE GOAL IN MIND**

- Chapter officers are tasked with maintaining enthusiasm for the project.
- Remember to stay focused on the goal and report the progress frequently.

### **8. UNRELATED BUSINESS TAX**

Remember that sales of products other than educational products may be subject to tax. Contact the National Treasurer or Executive Director if you are unsure of your tax liability.

### **9. RAFFLES**

Some states have regulations regarding raffles. Please consult your local authorities before considering raffles as fundraisers. Door prizes as part of a program are generally not subject to regulation.