

Special Event
Fund-Raising Cookbook for
***Faith in Action* Programs**
NEIGHBORS SWAPPING RECIPES FOR SUCCESS



FAITH
IN ACTION



Special Event
Fund-Raising Cookbook
for *Faith in Action* Programs
Neighbors Swapping Recipes for Success

Faith in Action
Wake Forest University School of Medicine
Medical Center Boulevard
Winston-Salem, NC 27157-1204

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FAITH
IN ACTION

Faith in Action®, a nationwide interfaith volunteer caregiving program of The Robert Wood Johnson Foundation® (RWJF), fosters caring relationships between volunteers of all faiths and their neighbors with long-term health needs. Since 1983, The Robert Wood Johnson Foundation has been supporting community volunteer efforts. The original pilot initiative, the Interfaith Volunteer Caregivers Program, provided funding for 25 sites (Generation I). It proved successful, and in the 1990's RWJF funded an additional 1,091 sites (Generation II) for the first time under the name *Faith in Action*. In the current initiative, additional sites (Generation III) will be funded to help make *Faith in Action* part of the fabric of America. These projects have made it possible for houses of worship of all faiths, volunteer organizations and social service and health agencies to form effective coalitions that provide informal volunteer services, care and companionship to individuals with long-term health needs.

The National Office of *Faith in Action* is located at Wake Forest University School of Medicine. The *Faith in Action* national office provides technical assistance and grant support to help local *Faith in Action* programs develop and achieve sustainability. The five essential elements of a *Faith in Action* program include an **interfaith** coalition that mobilizes **volunteers** to provide informal **caregiving** to help people with **long-term health** needs in their **home**.

Faith in Action

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Introduction

This resource guide of 45 special event fund-raising ideas has been designed for your “immediate consumption.” Our hope is that any *Faith in Action* program director can turn to this “cookbook” and readily see the necessary steps for planning and hosting a special event, as well as learn from the creative and highly successful events pioneered by other *Faith in Action* programs across the United States.

You will notice that each “recipe” submitted by a *Faith in Action* program contains the contact information for that program’s director or volunteer coordinator, and we highly recommend that you call that “chef” for additional details and tidbits if you are considering a similar event. However, before hungrily turning to the “recipes,” we do suggest that you read the initial section outlining the rationale behind special events “cooking” and how to plan an event that will best serve your program’s needs. In other words, it is a good idea to be sure your “kitchen” is well stocked before you begin “stirring up” an event, and to decide if your hunger can be satiated with a simple, classic hamburger rather than putting all your effort into a Beef Wellington!

Lastly, as we emphasize throughout this resource, special events may serve many purposes, ranging from increasing community awareness of your program to honoring current donors to recruiting new volunteers. We urge you to remember that while special events can bring money through the doors of your *Faith in Action* program, events should not be your sole focus. Rather, special events should be just one part of your diversified plan, other parts of which might include direct mail, personal solicitations, and other fund-raising efforts.

The *Faith in Action* national office staff wishes you much success as you continue to foster caring relationships between volunteers of all faiths and their neighbors with long-term health needs. Your programs enhance independence and quality of life for those most needy and vulnerable among us, and for that ongoing good work, we thank you.

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The Staff of the National Office

Getting Ready to Cook: Necessary Preparations for Special Events

Why Do a Special Event?

There are four reasons your *Faith in Action* program should host a special event. Special events have the potential to:

- **Attract visibility to your *Faith in Action* program**
A groundbreaking, an auction with a local celebrity, a rummage sale, or a rally can all increase your program's visibility in the community.
- **Generate funds**
Golf tournaments with a celebrity, a specialty run or walk-a-thon, a fashion show, or a dance revue are good ways to raise funds for your *Faith in Action* program.
- **Provide opportunities to cultivate both new and established volunteers and donors**
A tea, a tour or site visit, a victory celebration, a ribbon-cutting, or a dedication can honor and steward your current donors and volunteers and attract new ones. These events are focused on friendship-raising and relationship building.
- **Create great fun**
All of the events mentioned above have the potential to be fun for everyone involved--as well as other special events that only you can "cook up!"

Pros and Cons of Special Event Fund Raising

In considering a special event fund-raiser, think about the advantages and disadvantages: if your event brings in the same people who come to all of your other events and who would give you money anyway in response to a letter or a personal solicitation, then you are not using this strategy effectively. In those cases, a special event is costing more in time and money to get exactly the same resources for your program. Keep in mind that special events should be just **one piece** of your program's overall fund-raising plan. Your fund-raising efforts should be highly diversified with a major focus on cultivating individual donors. Do not rely too heavily on events to raise money for your *Faith in Action* program.

A special event should be just that—an occasion to reach out to people who have not yet given money or volunteered, but might do so if they knew about your *Faith in Action* program. It is also a way to reach out to corporations, businesses or people who want the advantage of advertising or being publicly associated with your organization.

Sometimes an event can be used to connect with people who like a specific “type” of activity such as a dance, an auction, or a movie benefit. They may not originally notice whom the event is benefiting. An event can also provide existing volunteers and donors an opportunity to celebrate your organization and bring friends who may be less aware of your program’s impact in the community. A special event also provides a vehicle by which board members or advisory committee members, coalition members and volunteers without any particular fund-raising experience can assist in bringing in contributions. Finally, some events allow people who truly appreciate your *Faith in Action* program but can give only a small donation to feel good about their gift. A \$1 raffle ticket or \$7 fish fry dinner is perfect for them.

Kim Klein, a renowned grassroots fundraiser and consultant proposes the following five criteria in her training manual, *Ask and You Shall Receive: A Fundraising Training Program for Religious Organizations and Projects*.

Criteria for Choosing a Special Event

- **Does the event promote the *image* of your program?** A *Faith in Action* program wanting to honor the frail elderly might not host a heavy metal rock concert. Remember that your event communicates to the greater public what your program truly values. Does your program have standards and specific guidelines that prohibit or allow certain types of events (e.g., gambling/games of chance or the serving of alcohol)? These issues should be considered and agreed upon before planning the event so that it best reflects your program and your board’s consensus.
- **Do you have enough *volunteers and staff* for the amount of work required?** For example, if the program director cannot get enough board/advisory committee members and volunteers to help, she or he will burn out in trying to pull off the event. Furthermore, community awareness of the event is significantly increased by utilizing your volunteers, coalition members and board/advisory committee members.
- **Do you have enough *front money* required for expenses like the deposit for the venue or printing the invitations?** If not, can the upfront money come

from a sponsor and advertisers? An event that requires a lot of front money can cause cash flow problems if you do not plan accordingly.

- **Do you have enough *time to plan the event* and is the timing of the event good?** Most events require at **least 3 months** or more to plan and organize. In fact, things often take longer than expected; so, you should build in plenty of margin for error in your timeline for the event. You should also think about what religious holidays, local sporting events, school vacations and other significant dates may conflict or compete with the event.
- **Is the event *repeatable*?** Annual events often take two or three years to hit their stride and to generate significant publicity and money. A one-time-only event need not be summarily rejected, but you need to think about the pros and cons of using a lot of volunteer energy and time to create something that you cannot build upon for the future. Remember that many costs are **less** in subsequent years because you've already invested in a repeatable system. Lastly, re-assess the impact of your event after 5 years to avoid "burnout" among your staff, volunteers and the community.

The Cost of Fund-Raising Events

Your *Faith in Action* board or advisory committee and volunteers will need to clearly determine how much money you want to raise and how much it will cost to do so. The general rule of thumb among fund-raising experts is your cost/fund-raising ratio should **never** be higher than 50/50, regardless of the purpose of the event. Some regulatory agencies caution more conservative formulas (e.g., the United Way requires a 25/75 ratio between the cost to put on the event and the money raised).

Thus, it is crucial to focus not only on the amount of money you **want** to raise (net revenue goal), but also on the amount you **need** to raise (gross revenue goal) to cover the special event expenses. The following formula can help your program determine these goals.

<i>Formula to Determine Gross Revenue Goal</i>	
Gross:	Amount you MUST raise to cover expenses
Net Goal:	Amount you want to raise
Cost/Fund-Raising Ratio:	Amount you will spend for every dollar raised
Gross	= $\frac{\text{Net Goal}}{\text{1.00 - fund-raising ratio}}$

Case Example

Your *Faith in Action* program is well known and respected in your community and you would like to expand your services. To do this, your program needs to raise \$15,000 in “unrestricted” funds, that is, funds that can be put to good use immediately and have no limitations as to how they may be used. Furthermore, your *Faith in Action* program has a large number of donors who give at a moderate level (under \$500 a year) and you would like to cultivate these and other targeted prospects to increase their overall support. Your program has a long history of successful, though modest, special events and your organizers are considering a more “formal” event this year. Thus, the decision is made to host an upscale silent auction with entertainment. Your program has decided to make cultivating major donors a priority, but you still want to raise at least \$15,000 in unrestricted income from this event.

Your *Faith in Action* program has decided that it will experiment with allowing a 40% cost/fund-raising ratio, that is, **it is willing to spend 40 cents to raise a dollar**. While this may seem high for a fund raiser, this event is also intended to cultivate major donors and may well be worth the greater investment because of the prospect of securing long term, ongoing financial support.

In this scenario, determine your gross revenue goals as follows:

1. Your *Faith in Action* program wants to net \$15,000 for your event.
2. You agree that you will spend 40 cents per dollar to raise the money. This equals your fund-raising ratio. As noted above, the ratio should **never exceed** 50 cents per dollar raised. It is too much work and expense for too little payoff.
3. Use the formula: $Gross = \frac{Net\ Goal}{1.0 - ratio}$

$$Gross = \frac{\$15,000}{1.0 - .40} = \frac{\$15,000}{.60} = \$25,000$$

Review the following event worksheet for this case example. You will want to carefully consider your budget in planning a special event.

Case Example Event Worksheet

Net Revenue Goal: \$15,000 100 participants, tickets are \$125 each.
Cost/Fund-Raising Ratio: 40/60
Gross Revenue Goal: \$25,000

	Income	Expense
Ticket Sales	\$12,500	
<i>Cash Opportunities</i>		
Silent Auction	\$3,000	
Program Book	\$3,000	
Sponsorships	\$6,500	
Total Projected Income	\$25,000	
Total Projected Expense		\$10,000

Event Budget Worksheet

Revenue		Expenses	
Ticket Sales	\$12,500	Meals (100@\$40/each)	\$4,000
Silent Auction	\$3,000	Printing invitations	\$2,500
Program Book	\$3,000	Printing program	\$2,500
Sponsorships	\$6,500	Decorations	\$ 500
		Band/Entertainment	\$ 500
Total projected revenue	\$25,000	Total projected expenses:	\$10,000

Total projected revenue: **\$25,000**

Total projected expenses: **\$10,000**

Net revenue: **\$15,000**

Try your own sample event worksheet using your own “recipes” with your projected expenses and revenue. But remember the formula:

$$\text{Gross} = \frac{\text{Net Goal}}{1.00 - \text{ratio}}$$

Net Revenue Goal	\$ _____
Cost/Fund-Raising Ratio	_____ %
Gross Revenue Goal	\$ _____

Now Stop and Ask Yourself: Are You Truly Ready to “Cook Up” a Special Event?

Before launching into the details of an event, it is imperative to review the following issues with your board and your volunteers to ensure everyone’s readiness to host a fund-raiser that is as successful as possible.

Event Readiness Questionnaire

Question	Yes/No	Notes:
<i>Human Resources</i>		
1. Has the board approved and discussed the event?		
2. Do we have the number of people we need? If not, can we recruit them?		
a. Number of staff realistically available: _____		
b. Number of volunteers realistically available: _____		
<i>Target Market</i>		
<i>Do we know:</i>		
1. What is the market for this event?		Market:
2. Who is on the mailing list?		
3. Do we have their addresses and/or E-mails?		
4. Will they be motivated enough to come?		
5. Is the date relatively clear on the community calendar or are there competing events?		Proposed date: Alternative(s):
6. Will the competition likely draw from our market?		Competition:
<i>Financial Considerations</i>		
1. Do we know approximately how much the event will cost?		Estimate:
2. Do we have enough financial resources to cover up-front costs? If not, can we secure them?		
3. Do we know the maximum potential net?		Estimate:
4. Do we know the minimum needed to break even?		Estimate:
5. Is the event repeatable with or without modifications?		

<i>Disadvantages/Barriers</i>	Yes/No	Notes:
1. Does this event have the potential to divert staff's attention away from ongoing responsibilities? Can volunteers step in?		
2. Might this event conflict with our annual fund-raising efforts, such as a direct mail appeal?		
3. Are there other impediments to successfully producing this event?		Potential barriers: Solutions:
4. Is there something we have not thought of?		

After completing this questionnaire with your board or advisory committee and key volunteers, you should have a clear picture of whether your *Faith in Action* program is ready to “cook up” a special event, or if your “kitchen” needs to be better equipped before starting to “cook” a fund-raising event.

Eight Key Steps to “Cooking Up” a Delicious Special Event

Step 1: *Form an event committee.* This group of about four or five will coordinate the event. They plan it and then delegate most of the tasks to a much larger group of people. Use volunteers from your board, coalition members or existing pool of volunteers. Depending on your *Faith in Action* program and the scope of your event, you may have an “honorary” committee and a “working” committee. Honorary committees are comprised of well-known and well-connected members of the community who are lending their names and influence to your event. They may also lend their address books, enabling your event to reach other highly respected members of your community. Working committees are just that—those overseeing and carrying out all facets of your special event.

Step 2: *Set clear goals.* This relates directly to the mission of your program. The key element for defining your event’s purpose is to determine how you will **measure** the success of your goals and **evaluate** whether or not you achieve them.

For example, if your *Faith in Action* program’s goal is to identify ten potential new donors, you will be able to measure your success by the number of

individuals you follow-up with and cultivate after the event. Or, you may set a measurable financial goal for your event. If you want to increase the visibility of your program, you will want to be sure the event is held where many people are exposed to the name and mission of your organization and ensure that you have good media coverage.

Step 3: *Select the event.* Examining your program’s mission and needs will help you define the type of event and your approach. If visibility is your goal, host an auction or dinner with a well-known speaker, rather than a car wash. If you want to cultivate new donors, consider holding a tea, site visit, or dedication in order to give them personalized attention and an intimate view of your program, rather than sponsoring a bowl-a-thon or rummage sale. Conversely, if you want to raise a sizable amount of money, you might want to sponsor a dinner, fashion show or golf tournament, instead of a dedication, as these events have more potential to generate funds.

Step 4: *Create the master task list and timeline.* The master task list is a living, breathing document. If used properly, it provides “easy-to-read” information on “what remains to be done by whom,” and it shows where you are behind or ahead in your planning. Ensure that most if not all board members have roles and responsibilities during both the planning stage and the event. **The presence of your board/advisory committee and coalition members is vital to your success.** See following example for ideas.

Master Task List

Title of Event & Date: “Faith in Action Auction,” June 29, 2004

WHAT	BY WHEN/ DEADLINE	WHO	DATE COMPLETED
Secure hall			
Draft budget			
Get bids from caterers			
Choose caterer			
Create auction committee			
Auction committee creates timeline & list of desirable items			
Create publicity committee			
Publicity committee creates budget & timeline for master committee			

Budget finalized			
Approach "Jim" to be an auctioneer			
Approach "Sue" and "Bob" to emcee			
Secure lists for invitations (goal = 1,000 names)			
Invitations designed			
Invitations sent			
Solicit program ads			
Food & beverage			
Decorations			
Sponsorships, etc.			
Items delivered to auction site			
Follow-up and thank-you letters			
Evaluation			

Step 5: Create an estimated working budget. This determines if the event has the potential to reach your financial goals. It should detail all projected costs. Add a column to indicate which of these may be in-kind donations. Anticipate additional funds to cover unexpected expenses, unforeseen emergencies and oversights. This line item allows for some flexibility. The most successful way for special events to raise money is to solicit in-kind donations, underwriters or corporate sponsors, so that admission fees, tickets and other sales can be direct revenue for your fundraiser. The following sample budget is for a silent auction with entertainment and food.

Sample Budget

Net Goal _____ Fund-Raising Ratio _____ Gross to Raise _____

	Projected	Actual	In-Kind
INCOME			
Tickets: ____ Tickets @ \$ ____ each			
Sponsorship/Cash Donations			
Drawing: ____ Tickets @ \$ ____ each			
Cash Bar: ____ Tickets @ \$ ____ each			
Silent/Live Auction Income			
Product Sales			
Other:			
TOTAL INCOME	\$	\$	\$

	Projected	Actual	In-Kind
EXPENDITURES			
Set-up Fees			
Space Rental (including set-up charges)			
Equipment Rental			
Security and Janitorial Fees			
Food & Beverages			
Food Cost: \$ ____ or \$ ____ per person			
Caterer			
Beverages			
Bartenders ____ for ____ hrs. @ \$ ____ per hr.			
Paper Products and Misc.			
Printing & Graphics			
Invitations			
Tickets			
Posters and Signage			
Programs			
Copying			
Publicity			
Photography			
Media Advertising (radio, TV, print)			
Copying/Collating Media Kits and Advance Photography for Media Kits			
Entertaining and Complimentary Tickets			
Mailing Service			
Volunteer Correspondence			
Additional Publicity			
Entertainment			
Decorations			
Security			
Insurance			
TOTAL EXPENDITURES	\$	\$	\$
TOTAL NET PROFIT (LOSS)	\$	\$	\$
IN-KIND DONATIONS' ESTIMATED TOTAL VALUE			\$

Step 6: *Thoroughly publicize the event.* Develop a publicity committee for the event. The following timeline offers detailed responsibilities for the committee. Also focus your efforts on media kits and potential sponsors for your event.

Publicity Efforts Prior to the Special Event

This section specifically addresses your relationship with radio, print and television media. In addition to these efforts, please consider your invitations, event brochures, flyers and T-shirts as other crucial ways of reaching your target audience.

Split your media plan into three sections: advance planning begins at six months; detailed planning continues at three months; and final planning takes place one month before the event.

Six months

Develop a sponsorship with a local media outlet to run public service announcements (PSAs) about your event. As you begin to develop the media sponsorship, make a list of benefits the station will receive from your event, such as affiliation with your well-known program or recognition at an event with a projected attendance of 500.

- If you are able to develop this partnership, request that the media outlet, for instance a radio station, broadcast live from the site on the day of the event.
- When you finalize the plans for the public service announcement, include start and end dates for the announcement to run. PSAs usually start two weeks in advance and end the day of the event.

Three months

- Some stations may have interview programs. Contact them in advance (more than two months prior to the event) to schedule an interview. Contact the producer to find out about appearing, and select the appropriate person for the interview. It may be a board member, program director or volunteer who can speak well about your program and the event.
- Seek alternative “media” partners. For example, if you are holding a 5K Walk/Run, communicate your event through brochures distributed at the local sporting goods store, fitness center or partner with a community walking club.
- Put special effort into writing your news release and prepare for early distribution.

Final month

- Send out your news release one month prior to the event.
- Be sure to send an event announcement to your local “Community Events” calendars. Many radio, television and newspaper outlets list

upcoming fund-raisers on these calendars at no cost. Check to see about the deadlines for these services. You probably need to send your announcement at least a month in advance.

- Send a follow-up news release about five days before the event, and call your media outlets to see who will be attending.
- It is important to note that it is highly unlikely that media will show up for late-evening events or events held on Sunday mornings.

Media Kits

Take time to put together a media kit to distribute before the event. Solicit help from volunteers with copying, collating and putting the kits together. Kits should include:

- A news release about the event no longer than one page.
- A “backgrounder” that includes your organization’s history, scope and services provided. Give lots of information and statistics for the reporter to use in the story (i.e., number of service hours, number of volunteers).
- Fact sheets about volunteer opportunities and other aspects of your program, or ways individuals can help.
- If you have a speaker, include a brief biography of that person.
- If possible, include a black and white photo of one of your volunteers working with a care recipient or another image that represents your services for use with print articles. (Usually there are more reporters than photographers in a media outlet, so this may help in getting a “visual” placed with your article.)
- You may include a small souvenir from your organization, such as a writing pen or *Faith in Action* lapel pin.
- If you are specifically targeting television media outlets, think visually. Include good visuals in your media kit, especially pictures. You may also include a list of questions interviewers may ask at the event, either to your program director or guest speaker. If they interview the speaker, make sure that speaker talks about your program and services during the interview. Another way to add weight to your event/program is to include reprints of articles written about your organization in the television media kits.

A Word (or two!) About Sponsorships

Many *Faith in Action* programs have discovered that corporate sponsorship is very different from corporate philanthropy. Sponsorship money is usually not

charity—it often comes from the advertising, marketing or communications budget of the business. The goal of sponsorship for the business is to gain publicity and to sell more products or services to customers and potential customers. Thus, you need to present sponsorship packages to your business prospects that clearly list the benefits they will receive by sponsoring your event. Think about who and what your special event has to offer that has real value to a company.

- **Profile your audience.** Consider the event attendees as well as your program’s donors, volunteers and care recipients. What are their demographic characteristics (age, gender, education, family structure)? What are their psycho-graphic characteristics (purchasing habits, affiliations, hobbies)? Then ask yourself, “What companies would like to reach these groups?” Remember, sponsorship is all about marketing opportunities—helping the sponsor reach a key audience.
- **List the benefits your *Faith in Action* program’s event can offer to a potential sponsor.** What are the vehicles for visibility your program controls? Here are just a few: signs, banners, T-shirts, logo placement on invitations/programs/newsletters, speaking opportunities, ribbon cuttings, award presentations, corporate tables/teams, coupon opportunities, product sampling, Web site inclusion and link, VIP perks and so forth.
- **Assess the value of your benefits.** This will take some research on your part and is market specific. Calculate the actual cost of local advertising, admission tickets, food and entertainment, and other costs. When examining media exposure, advertising or promotions, provide support figures such as circulation, number of impressions and viewer/listener demographics. When pricing your sponsorships, the value of the benefits should greatly exceed the sponsor’s purchase amount. Providing greater value than the actual sticker price usually requires partnerships and in-kind donations. For example, to secure media exposure for your event—something your lead sponsor (and you) will want and need—you should involve a local TV station as your event’s media sponsor. How? Give the TV station exclusive media partner designation, logo identification on all print materials (invitations, banners), complimentary participation in the event (tickets, corporate tables, golf team) and other tangible benefits. They, then, should give you live or taped coverage of your event, a celebrity appearance (emcee, sportscaster playing in golf event), a remote

broadcast, inclusion in their community initiatives (calendars, Web site links) and PSAs (talent and production).

- **Prepare the actual sponsorship proposal and try to deliver it in person.** Again, keep in mind that your point person is probably in the office of community affairs, public affairs or public relations and marketing. Even if you do not personally know the right person, you may know someone who does. Ask your board members, volunteers and donors about their business contacts. Many small businesses and local banks can be great sources of support. Lastly, some large corporations will accept sponsorship proposals via their Web sites (Kodak, Ericsson), so do some research!

Publicity Efforts After the Event

After your event, be sure to send thank-you notes to the media outlets that attended the event. Also, send a copy of the media kit with the event news release to those media outlets that did not attend. Include a cover letter that says something to the effect of “Sorry we missed you, but here are the details about our event and organization.” You may even include one or two black and white photos taken at the event to spotlight your efforts. Thanks to these efforts, you may end up with media coverage in the future.

Step 7: *Evaluate the event.* Truly effective and helpful evaluation begins in the early stages of event planning. When possible, assessment information can be gathered through volunteers, donors, underwriters, sponsors, staff members, attendees, steering committees and leadership and event chairs. Did you reach your fund-raising goals? Your friend-raising goals? Your visibility goals? What did or did not work? Be sure and write down your successful and not-so-successful decisions for future events and planners.

Step 8: *Follow-up with your constituents.* In order to convert participants’ involvement from social to one with greater meaning and financial involvement, follow-up is crucial. Always send thank-you notes to everyone involved in the event. Add attendees and sponsors to your newsletter mailing list. Prepare a post-event report for your sponsors (photos, samples of print materials and media coverage and attendance figures). In a future issue of your newsletter, recap the event with photos, say “thank you” to all involved and include a call for volunteers and donors for future events. Before the event, have board members, volunteers and staff collect pertinent contact information for

those attending and then add this information to your database. In short, develop a strategy to turn current attendees into future donors and volunteers of your *Faith in Action* program.

Remember Fair Market Value Receipting

Every event has certain costs associated with its production. For example, when someone buys a ticket to your event, they are receiving something in return (meals, entertainment, etc.). Since they are indeed receiving a service, product or benefit, only the amount above and beyond the value of that benefit is tax deductible. You must subtract the fair market value of the event from the amount they paid in order to know how much of the ticket is tax deductible. Please confer with your tax specialist to ensure proper receipting for your event.

Example: If an attendee buys a ticket to your gala dinner at \$125, and the fair market value of the meal is \$50, only \$75 is tax deductible. Thus, the attendee receives a receipt for the deductible amount, in this case \$75.

Follow these eight steps and your program will “cook up” a great event every time! Now let us see what “flavors” of special events *Faith in Action* programs have been serving in their “kitchens.”

45 Proven Recipes for Special Events

The following 45 successful “recipes” have been submitted by *Faith in Action* program directors from across the United States. These fund-raising concepts are as diverse and varied in size and scope as our national network of *Faith in Action* programs. Do, however, consider the unique characteristics of your own program and community, as well as the topics discussed earlier in this publication, before planning one of the events listed here...and “Bon appetit!”



***Sale of Food/Beverages/Baked Goods
and Food Fairs***

Hoagie Sale

KEY INGREDIENTS

Initial Dollar Investment:

\$5

Amount Raised (Range):

\$1,001-5,000

Date of Project:

Anytime, but preferably not on a hot day!

Time Frame for Planning:

1-2 months

Tips for Success:

Advertise in newspaper articles and faith community bulletins. Try faxing order forms to doctors' offices, businesses and general fax list.

Necessary "Chefs:"

Hoagies are made by a local hoagie shop. Board members make the deliveries and coalition members advertise the sale.

The first Friday of December is "Hoagie Day" for *Faith in Action* Caregivers, Inc. (FIAC). The program takes orders during November and the *Faith in Action* board members eagerly deliver these delicious sandwiches, made by a local vendor, to offices and businesses between 10:00 a.m. and noon. *Faith in Action* Caregivers, Inc. purchases the hoagies for \$2 each and sells each for \$3.50. FIAC has made the decision to not deliver to private homes because of the labor involved, but local individuals can pick up hoagies at the FIAC office.

Jeanette Wojcik, program director, stresses the need to be very organized the day of delivery! The hoagies are delivered to the FIAC office and the staff has already mapped out the sections of town where deliveries need to be made. An order for each customer is placed in a bag or box and marked with the name of the customer. Each delivery team is color-coded and gets a list of all stops on the delivery route. The delivery team has two people, one to drive and one to go

into the office with the hoagies. Often it is hard to find a parking space, so the driver must remain with the car. Members of the board and volunteers make the deliveries, while coalition members heavily promote the sale.

Alternative "flavorings and spices:" The fund-raiser could be done with brownies, cookies, popcorn or other goodies. Volunteers can help with the selling of orders as well.

Source: Jeanette Wojcik, mentor and director, *Faith in Action* Caregivers, Inc., Wheeling, W.Va., (877) 541-0510.

Valentine's Day Cookie Delivery

KEY INGREDIENTS

Initial Dollar Investment:

\$100-125

Amount Raised (Range):

\$1,001-5,000

Date of Project:

February 14

Time Frame for Planning:

2-3 months

Tips for Success:

Be sure to have a good working relationship with the college or university before you approach them with this idea. This program has been working with the university on several projects and the mission of the university includes service to the community.

Necessary "Chefs:"

Board members help with distribution of cookies. Volunteers help prepare mailing to parents.

With the cooperation of Wheeling Jesuit University, *Faith in Action* Caregivers, Inc. (FIAC) sells cookies to the parents of hungry and homesick college students. FIAC mails an order form, brochure and decorative paper with room for a special message to parents on January 2. A week before Valentine's Day, the program sends a note to each student, telling him or her when and where to come for a special gift on February 14. FIAC purchases the cookies from a local bakery for \$2.50 a dozen and sets up a table outside the University cafeteria during lunch hour. Cookies are sold to the parents for \$8 per dozen.

Members of the board help with the distribution of the cookies and volunteers help to prepare the mailing to parents. A good entry point is to contact the residence life and housing offices at your local college or the student services office at your local community college.

Alternative "flavorings and spices:" Consider offering parents the opportunity to give "exam packs" to their students. These "exam packs" might be distributed during mid-terms or finals week and include baked goodies and notes of good luck.

Source: Jeanette Wojcik, mentor and director, *Faith in Action* Caregivers, Inc., Wheeling, W.Va., (877) 541-0510.

Sweet Potato Pie Sale

KEY INGREDIENTS

Initial Dollar Investment:

None

Amount Raised (Range):

\$1,001-5,000

Date of Project:

Ongoing from mid-October through April

Time Frame for Planning:

4 weeks

Tips for Success:

Partnerships are the key. The City of West Palm Beach provides media coverage.

Necessary "Chefs:"

Board or Advisory Committee members purchase pies and donate baking items (sugar, sweet potatoes, etc.).

Martin Luther King Caregivers in West Palm Beach, Fla. turns to its volunteers to bake mouth-watering sweet potato pies to generate revenue for the program. The pies are sold the first Saturday of the month from mid-October through April at the West Palm Beach Green Market, the local farmers' market in the community, for \$1 a slice and \$6 for the whole delicious pie.

Martin Luther King Caregivers has been conducting this successful fund-raiser for 3 years and board members readily donate the baking items and help sell the pies. Edith C. Bush, program director, notes that "partnerships are valuable," and the success of this event is largely due to the support of the City of West Palm Beach, local congregations and JFK Charter School's cafeteria. Thanks to the efforts of all involved, the pie sales raise money as well as community awareness of Martin Luther King Caregivers.

Alternative "flavorings and spices:" Pick a regional specialty to sell and bring

attention to your program. Examples might include baked breads, jams and jellies, red velvet cake, soft-baked pretzels, and many more delectable ideas.

Source: Edith C. Bush, Martin Luther King Caregivers, West Palm Beach, Fla., (561) 832-4682.

Cookie Bake

KEY INGREDIENTS

Initial Dollar Investment:

Supplies only

Amount Raised (Range):

\$1,001-5,000

Date of Project:

September – a Saturday towards the middle or end of the month. The date is dependent upon availability of church kitchens.

Time Frame for Planning:

3-12 months

Tips for Success:

Avoid nuts and peanut butter in recipes since many people have food allergies.

Necessary “Chefs:”

Board members supervise kitchen crews, help arrange for pre-sale at churches and help recruit volunteers. Coalition members arrange salespeople and volunteers mix dough, scoop, cook, package and deliver to the churches.

Learning from past “messy” lessons, *Faith in Action* in Red Wing, Minn. has honed its Cookie Bake into a highly successful fundraiser over the last 3 years. The program relies on enthusiastic volunteers to scoop, bake and package thousands of cookies. Approximately 40 volunteers socialize while valiantly baking 10,000 cookies—this is labor-intensive work, and most serve in 2-hour shifts. Cookies are packaged in a 2 dozen assortment of 3 types and sell for \$6 a box. The Aid Association for Lutherans has contributed \$300 in matching funds in recent years. Cookies are pre-sold for 2 consecutive weeks in all of the coalition congregations, as well as at other local congregations.

Lee Neste, program director, notes that the program now buys the cookie mix from Best Made Cookie Co., in River Falls, Wis., the cookie mix provider for Subway sandwich shops. The dough is pre-mixed and available in 65 different flavors and 6 different sizes. Lee also stresses the importance of planning and purchasing the right equipment, such as commercial pans, parchment paper, boxes, labels, cooling racks and 9-12 scoops for handling the mixed dough. According to Lee, the only

scoops that do not bend or break are the Pampered Chef brand, which are worth it in the long run to keep the volunteers happily scooping on this busy day!

Alternative “flavorings and spices:” Consider selling something that does not have to be baked, such as “Russian Tea” mix, hot chocolate mix, bread starters and so forth.

Source: Lee Neste, coach and director, *Faith in Action*, Red Wing, Minn., (651) 385-3290.

Fish Fry & Silent Auction

KEY INGREDIENTS

Initial Dollar Investment:

\$650 (food, publicity, supplies)

Amount Raised (Range):

\$1,001-5,000

Date of Project:

October

Time Frame for Planning:

9-12 months

Tips for Success:

Hire or designate a person to be the head of the kitchen that has worked in this role before and possibly in the location where the event is held. This person will know when everything needs to be done and how to see the event through.

Necessary "Chefs:"

Volunteers cook and also collect money and count the number of guests as they arrive. Board members set up and serve the dinner. Coalition members put the announcement in their bulletins and display posters.

Many programs host a fish fry to raise money and awareness. However, not many combine the event with a silent auction—but the Living at Home/Block Nurse/Interfaith Caregivers Program in Park Rapids, Minn. does! Thanks to the kindness of the local American Legion who donates their facility, this program has a venue and a kitchen for the auction and fish fry.

Jean Schwartz, program director, reports that the program receives more than 20 silent auction items donated from local gift shops, restaurants, florists and hardware stores. Volunteers and board members pitch in and serve (frozen) fish dinners with baked potatoes, cole slaw, a vegetable, garlic toast, and desserts to more than 250 people! Dinners cost \$6, offering hungry folks all the fish they can eat. Dessert bars are solicited.

The program's investment is around \$650, which is for the purchase of the fish, side dishes, and supplies as well as publicity.

Jean states that thorough publicity is vital to the success of this event. She makes sure that posters are sent to area congregations and businesses, and advertisements are placed in the local newspaper.

Source: Jean Schwartz, Living at Home/Block Nurse/Interfaith Caregivers Program, Park Rapids, Minn., (218) 732-3137.

Advent Café

KEY INGREDIENTS

Initial Dollar Investment:

\$0

Amount Raised (Range):

\$1,001-5,000

Date of Project:

1st Friday night of each month

Time Frame for Planning:

Ongoing

Tips for Success:

Publicize through newspapers, free news spots and E-mail alerts. Charge \$5 for admission and charge for desserts and coffee as well.

Necessary "Chefs:"

Volunteers, board or advisory committee members manage the information booth and attend the monthly event.

For a fun evening filled with music, food and fellowship, come join Bethlehem House, a *Faith in Action* program, during the 1st Friday of the month at Advent Lutheran Church for an "Acoustics" Café.

For the past 2 years, Advent Lutheran Church has hosted this event in which women from the church bake cakes and pies and the men supply coffee, all of which is sold throughout the evening. Musicians from the area share their various musical talents providing entertainment for the entire family! College students are invited to perform as opening acts and local artists display and sell their art work. Smaller children can enjoy the music and food. However, babysitting, services are provided by youth from the church. Admission is only \$5!

In-kind donations help to defray potential initial investments. Advent Lutheran Church donates space,

musicians donate their time and talents, and church members provide food and drink.

The big finale occurs in December when the evening's seasonal music is recorded at the Café. Hasting Music Store sells the CD for \$15. The *Faith in Action* program sells them for \$10. Sales of the CD alone raise approximately \$2,000! The Lutheran Aid Association helps to increase proceeds earned by matching donations.

Alternative "flavorings and spices:" Musicians from various congregations or faiths could select a particular month to provide the music and select a theme. The facility could be decorated to fit the theme selected, such as Purim, Easter, Ramadan and so forth.

Source: Buster Lackey, mentor and director, *Faith in Action* Conway, Conway, Ark., (877) 213-2093.

International Food Fair

KEY INGREDIENTS

Initial Dollar Investment:

\$50 as bank for miscellaneous items

Amount Raised (Range):

\$501- \$1,000

Date of Project:

Late August

Time Frame for Planning:

4 weeks

Tips for Success:

Publicize in church bulletins, radio announcements, newspaper and posters. Decorate tables and booths to depict each international food represented. Big hall, kitchen and handicap accessibility are crucial.

Necessary "Chefs:"

Coalition members donate food and decorate tables to depict the country represented by their booth. Volunteers from all the congregations help with the set-up and clean-up and serve various ethnic foods from booths.

If you like a variety of foods with an ethnic flair, then this international food fair may be appealing! For the past 9 years, Neighbor to Neighbor Ministries has held this annual event in late August to bring together the various congregations affiliated with the program for food, fun and fellowship.

Each congregation chooses an ethnic food to prepare and serve and decorates two tables according to the ethnicity chosen. Neighbor to Neighbor Ministries furnishes bowls, silverware and cups. Each person is charged \$6.50 or \$15 maximum per family of 5. Each person is given 10 food tickets and 2 dessert tickets. The tickets are used as "money" at each table they choose to sample.

Volunteers from the congregations work together to set up the booths around the perimeter of the room and the tables and chairs are placed in the center. Volunteers also serve food, and most importantly, bring their families to sample the various items. Board and coalition members do their part by working with their own congregations and ensuring everyone attends this special event. Neighbor to Neighbor Ministries is fortunate to have

more than nine coalition members involved in this effort and each congregation provides a board member, a congregational coordinator and financial support to the program.

Alternative "flavorings and spices:" Consider adding entertainment such as ethnic or culturally diverse music and dancing.

Source: Donna Fuhrman, Neighbor to Neighbor Ministries, LaGrande, Ore., (541) 963-9126.

Community Breakfast

KEY INGREDIENTS

Initial Dollar Investment:

\$125 - \$150

Amount Raised (Range):

\$501 - \$1000

Also received a \$100 and \$500 donation that is matched 2-to-1 by a local foundation.

Date of project:

September

Time Frame for Planning:

4 months

Tips for Success:

Publicize in congregational bulletins. Get volunteers and board members to sell tickets and involve care recipients in the program.

Necessary "Chefs:"

Board members plan the event, solicit donations, sell tickets, set up and staff the event. Volunteers help set up and staff the event.

The Tri-Cities Area *Faith in Action* program teamed up with several local businesses and the Elks to sponsor this breakfast fund raiser. This event is held on a Thursday so people can enjoy a nice breakfast just before going to work. Volunteers and board members hit the pavement to get friends, family and others in the community to purchase tickets in advance for \$10. It is held at the Elks Lodge, which donates use of their hall, purchases food and paper supplies, and cooks the food. The *Faith in Action* program reimburses the Elks for the cost of the food and supplies. Board members help to defray other expenses by soliciting donations from several local businesses. A local funeral home prints the tickets, Prairie Farms donates orange juice, and two local grocery stores contribute \$25 gift certificates that are used to purchase mini-muffins and mini-Danishes. A local meat supplier generously donates 10 pounds of bacon, and a local produce market gives fruit for a large fruit salad.

A local professional musician offers his talent and time by singing the national anthem to open the event followed by prayer led by a pastor on the Board. After breakfast, the singer performs a few more songs. Diane Schwartz, program director, shares with participants how their financial contributions will make a difference in the lives of the people being served in a brief presentation about the *Faith in Action* program. The highlight of the program is two care receivers who share how volunteers have helped them and treated them like family. Through the care receivers' stories one is able to truly understand the

importance of the program's mission of easing loneliness and isolation for elderly and adults with physical impairments.

Alternative "flavorings and spices:" This event could be held on a weekend morning before worship services without a formal program. Also, instead of selling tickets, a free will offering could be taken up at the event. To get more businesses involved, consider partnering with the local Chamber of Commerce.

Source: Diane Schwartz, mentor and director, Tri-Cities Area *Faith in Action*, Granite City, Ill., (618)-877-9020.

Cookie Walk

KEY INGREDIENTS

Initial Dollar Investment:

\$200

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

December

Time Frame for Planning:

6 weeks

Tips for Success:

Advertise in local newspaper and on television noon programs that this is a perfect way to finish all holiday cookie and candy baking.

Necessary "Chefs:"

Board and coalition members donate cookies and promote the event. Coalition members also work the day of the event.

Respite Connection's *Faith in Action* has come up with a fun way for you to hear about their program and finish your holiday cookie and candy baking in one easy "walk." To begin, shoppers receive a decorated bakery box and a pair of food handler's gloves. The shoppers then walk the path of tables laden with thousands of holiday cookies and candy. Shoppers select the goodies they desire and place them in the box. When they finish the walk, the box is weighed and the shoppers pay for the treats by the pound (\$5 per pound for cookies and \$7 per pound for candy). They also receive written information about the services provided by Respite Connection and enter a drawing for a beautiful holiday decoration/ornament – thus, allowing this *Faith in Action* program to record their names, addresses and phone numbers for future purposes.

Advertisement in the local newspaper's "Holiday Happenings" section and on the local television noon programs should begin at least two weeks prior to the event.

Publicity flyers along with two wrapped cookies are delivered to surrounding businesses and the hospital encouraging them to promote the event to their employees. This event is a great way to increase community awareness about your program.

In-kind donations were made by volunteers who baked cookies, a church who donated use of their facility and a women's group who decorated the room and cookie boxes. The cookie donors also include their recipes, which are printed in a booklet and sold at the event.

Source: Pat Billings, mentor for Nebraska. Omaha, Neb., (877) 944-8876.

Taste of the Barrel

KEY INGREDIENTS:

Initial Dollar Investment:

\$75

Amount Raised (Range):

\$5,001-\$10,000

Date of Project:

September

Time Frame for Planning:

Planning by Nugget Market staff, *Faith in Action* had to secure police clearance and Alcohol Beverage Control permission one month prior.

Tips for Success:

Distribute posters and news articles throughout the county. A close relationship with Nugget Market staff was crucial.

Necessary "Chefs:"

Board members sold tickets, coalition members displayed posters and volunteers helped with the set-up and clean up, as well as attended event.

Given that *Faith in Action* of Solano County is located near the wine country of California, it is only fitting that one of this program's fund-raisers is known as "A Taste of the Barrel." This gourmet food and wine tasting is held in September with a fall harvest theme and tickets were priced at \$25.00. *Faith in Action* raised more than \$5,000 to support their mission of developing a coalition of caring, committed faith communities, service providers, businesses and area agencies anchored in spiritual values.

During "A Taste of the Barrel," 17 wine merchants from Napa Valley donated varietals for tasting and purchase, while 4 food vendors donated barbeque meats, various cheeses and gourmet foods such as smoked trout and other tasty treats. Father Robert Fuentes, program director of *Faith in Action*, notes that the event would not have been such a rousing success without the help of Nugget Market, a local grocery store. Nugget Market staff chose *Faith in Action* from several local nonprofits as the beneficiary of their yearly fund-raising

activity, and they oversaw most aspects of planning, publicity and decorating the scene. Father Fuentes notes that *Faith in Action* did need to secure liability insurance for the event, which all programs should consider in the planning of a similar event. *Alternative "flavorings and spices:"* While the theme of this event was a fall harvest, consider others such as a Mediterranean, Latin American or Southwestern theme. *Faith in Action* of Solano County is considering an Oktoberfest theme.

Source: Father Robert Fuentes, mentor and director, *Faith in Action*-Interfaith Volunteer Caregivers of Solano County, Fairfield, Calif., (877) 631-7504.



*Luncheons, Dinners, Receptions and
Nights on the Town*

Celebrity Server Night

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

Usually in October

Time Frame for Planning:

4 months

Tips for Success:

Radio interviews, articles in the newspapers, television and flyers. Choose a restaurant on a slow evening and place brochures on every table.

Necessary "Chefs:"

Board members distribute flyers and clergy members participate as servers and act as coordinators for each site. Volunteers "talk it up!," come to eat and provide big tips.

For a simple, non-labor intensive event with minimal initial expense, try having local celebrities take over as servers at a family-oriented restaurant. Since 1999, *Faith in Action* of the River Cities has recruited clergy from their coalition and surrounding community to wait tables at the three area Shoney's restaurants. What makes this so appealing to restaurants is hosting the event on a slow evening and watching as the "celebrity servers" help increase business and publicity. The clergy replace the regular servers between 5:00 p.m. and 7:30 p.m. on the designated evening. The regular servers shadow the clergy to help out. All tips raised that evening benefit the program. Of course, each clergy member encourages his or her congregation to come and leave big tips.

Laura Gilliam, program director, suggests to start out by scheduling the event with only one restaurant, which is considered the host/sponsor for the event.

Allow 4 months for planning to give the clergy enough time to get it on their schedules and to set the date with the restaurant. If you have a Shoney's restaurant in your area, talk with them first. Their corporate office is familiar with this event! Contact them at Shoney's, Inc., 1727 Elm Hill Pike, P.O. Box 1260, Nashville, Tenn. 37202, (615) 391-5201, or visit their website at www.shoneys.com/home.asp.

Alternative "flavorings and spices:" Consider recruiting other local "celebrities" to serve, such as TV and radio personalities, coaches and political figures. Jeanette Wojcik, program director of *Faith in Action* Caregivers, Inc., Wheeling, West Virginia, first shared this event with this program, and she also has the servers wear aprons with the program logo.

Source: Laura Gilliam, coach and director, *Faith in Action* of the River Cities, Huntington, W.Va., (304) 697-1274.

Potato Fest

KEY INGREDIENTS

Initial Dollar Investment:

\$100

Amount Raised (Range):

\$1,001-5,000

Date of Project:

Saint Patrick's Day

Time Frame for Planning:

2 months (primarily for publicity)

Tips for Success:

Promote in local newspapers, church bulletins and E-mail alerts.

Necessary "Chefs:"

Board members attend and manage the information booth.
A coalition member hosts the event.
Volunteers help cook.

Want to celebrate Irish heritage and benefit your *Faith in Action* program as well? Then consider a Potato Fest! Buster Lackey, mentor and director of *Faith in Action* Conway, shares this event, noting that Advent Lutheran Church, a congregational member of the coalition, donates their venue for the baked potato dinner and celebration. Ladies from the church buy and prepare the potatoes and all the potato toppings. A local Celtic band provides upbeat music to help burn off those starchy calories. The entertainment runs from 7:00 p.m. to 9:00 p.m. and a freewill offering is taken to benefit the *Faith in Action* program. Buster estimates that approximately 75-100 people attend, and many folks choose to take home the meal if they cannot stay.

Over the last several years, Buster has managed to get many folks involved in the success of this event, from board members to volunteers. And everyone wears green, of course!

Alternative "flavorings and spices:" Your program might consider combining this event with a raffle or a silent auction.

Source: Buster Lackey, mentor and director, *Faith in Action* Conway, Conway, Ark., (877) 213-2093.

Chocolate Fantasy/Dynamic Dinner

KEY INGREDIENTS

Initial Dollar Investment:

\$1,300 (cost of the dinner)

Amount Raised (Range):

\$5,001-10,000

Date of Project:

In February, close to Valentine's Day

Time Frame for Planning:

3 months

Tips for Success:

Promote the event with publicity photos of "waiters" and Honorary Chairpersons, and pitch brief articles to the newspaper.

Necessary "Chefs:"

Board members plan and recruit waiters. Coalition members attend, and the volunteers help with the set-up and clean-up after the event.

Valentine's Day is often synonymous with chocolate, and CareNet of El Dorado, Ark. has capitalized on this sweet association with their Dynamic Dinner and Chocolate Fantasy event. Every February for 3 years, CareNet has hosted the gourmet Dynamic Dinner at the local country club with "celebrity waiters." Local doctors and their spouses, city aldermen, business executives, a college president and bank officers have served as "celebrity" waiters.

Each celebrity waiter is responsible for selling the \$10 tickets, and many waiters solicit friends and family to sit at their table for eight. During the dinner, the guests at each table barter with their waiter for the silverware, condiments, drinks—which all happen to be absent from the table! To top off the evening, delectable chocolate desserts, provided by local bakeries and chefs, are auctioned

off by the slice.

The emcee/auctioneer is usually a local television newscaster, who keeps the event lively and entertaining as she mingles with the guests and waiters, fueling the competition. Over 60 merchants provide unique items for the silent auction packages, which are displayed at nearby tables. Linda Fritts, program director with CareNet, notes that the success of this fun and profitable evening depends heavily on having the "right" people serve as waiters, so they can recruit those who have "the means to make sizable donations and possess generous hearts."

Source: Linda Fritts, CareNet, El Dorado, Ark., (870) 864-7082.

Circle of Caring Gala

KEY INGREDIENTS

Initial Dollar Investment:

Estimate \$1000, but were able to use sponsorships to cover initial investment

Amount Raised (Range):

\$60,000

Date of Project:

November

Time Frame for Planning:

10 months

Tips for Success:

Establish a planning committee and be sure to pick a noted community leader as the guest of honor.

Necessary "Chefs:"

Board and coalition members serve on planning committee and help solicit in-kind donations. Volunteers help with the set-up. All attend the event.

The Samaritan Ministries, Inc. hosts an annual Circle of Caring Gala. The exciting evening gala includes cocktails, dinner, a silent and live auction, music and a program to honor a beloved community member, such as Monsignor Joe Crosthwait, founding pastor of The Samaritan Ministry, Inc.

Because of the many features of this fundraiser, the board establishes a committee to plan the event. The committee is comprised of board members, the program director, and coalition members. The committee meets ten months prior to the event and begins right away by identifying the person to honor, setting a tentative budget for the event and deciding where to have the event (hopefully a place that is free of charge). They attribute the success of the fundraiser to honoring a well-known community leader, getting other community members involved in the planning and making sure the event is a fun one.

In addition to these key factors, the success of this type of event depends greatly on the generosity of local merchants. The dinner and cocktails are donated by local restaurants, and many of the silent auction items are donated by clothing stores, gift shops, florists, specialty service providers and even coalition members. The largest value items such as vacations are limited to the live auction. To solicit the 100 auction items, it is essential to get the board and volunteers involved in helping to contact the community businesses.

The program uses word of mouth and targeted mail to spread the word about the event and generate enthusiasm among the community members. The program mails approximately 450 invitations to community members, and last year the

invitations alone generated \$1000 in donations from individuals. The program sells over 200 tickets at \$50 a piece.

After dinner and the silent auction, there was a special program to pay tribute to the important community work of the guest of honor. Following last year's presentation, one community member made a \$1 donation for every person helped by The Samaritan Ministry, Inc. for a total contribution of \$30,000. When making this public pledge, the donor challenged the audience to consider making a donation in Father Joe's honor as well.

Source: Charlotte and Tony Maluski, The Samaritan Ministry, Inc., (281) 589-8936.



Seasonal and Holiday Themes

Valentine Waffle Brunch

KEY INGREDIENTS

Initial Dollar Investment:

\$600

Amount Raised (Range):

\$1,001-5,000

Date of Project:

Saturday before Valentine's Day

Time Frame for Planning:

6 weeks

Tips for Success:

Advertise in free community calendar on local cable TV, local papers, congregational bulletins, newsletters and flyers.

Necessary "Chefs:"

Board members help with publicity, coalition members pay for printing and volunteers help as needed!

Dad's Belgian Waffles are famous in Blue Earth, Minn., so the Interfaith Caregivers program hosts an all-you-can-eat waffle breakfast every year on the Saturday before Valentine's Day—to great success! Not only is Valentine's Day associated with love and caring, but February is also Interfaith Caregivers Month. Adults pay \$5.50 for all-you-can-eat waffles, toppings, sausages, juice and coffee from 8:00 a.m. to 1:00 p.m. Children 6-10 years old pay \$4 and those 5 and under eat for free, so this is a very popular event for families. The Interfaith Caregivers' board treasurer even brings his albums and synthesizer as a musical accompaniment to the meal.

The breakfast is held at the Blue Earth Senior Center, which echoes the mission of Interfaith Caregivers to provide non-medical, volunteer-based support and assistance for those with physical, social and spiritual needs. This generous in-kind gift is one of many, such as cups from the

Lutheran Brotherhood, orange juice from a local merchant, and food servers from a local youth academy and the Aid Association for Lutherans. A local radio interviews several volunteers of Interfaith Caregivers and airs PSAs at no charge.

Several "ingredients" are crucial to this event, such as the involvement of the board and coalition members in publicizing and "talking up" the event. For example, the member congregations announce the breakfast in their bulletins and the Chamber of Commerce provides notices on their bulletin board. The Valentine Waffle Brunch is now the signature event for Interfaith Caregivers in Blue Earth! *Alternative "flavorings and spices:"* A congregation could donate cooking and meeting space. Also, some McDonald's franchises allow nonprofits to serve pancake breakfasts as a fund-raiser at their establishments.

Source: Jean Bierly, coach and director, Interfaith Caregivers, Blue Earth, Minn., (507) 526-4684.

Spring Reception

KEY INGREDIENTS

Initial Dollar Investment:

\$2,670

Amount raised (range):

\$5,001-\$10,000

Date of project:

May

Time frame for planning:

5 months

Tips for Success:

Send invitations to various groups, send out media release with volunteer of the year profile, advertise in local paper, send bulletin inserts to coalition members and place announcements at schools and public libraries.

Necessary "chefs:"

Board members help with publicity and donations. Coalition members host the event and publicize it to their congregants, and volunteers help staff and set up.

When spring is blooming, the volunteers from Interfaith Caregivers of Haddonfield, Inc. in New Jersey are celebrated for the important services they provide the community. The organization sponsors a Spring Reception to publicly honor all of their volunteers and pay special tribute to their volunteer of the year with the Joan H. Gault Service Award. A special nominating committee is formed to select this volunteer and 1,000 invitations are sent to care receivers, volunteers, present and past board members, elected government officials, all leaders of civic and volunteer organizations, and clergy from the *Faith in Action* coalition. The cocktail reception costs \$25 per person and provides guests with sandwiches and heavy hors d' oeuvres as well as a welcomed opportunity to visit with friends while supporting the organization. The ticket price and general donations help this event raise approximately \$8,000 for the program.

To cover the initial cost of the reception, the program secures the support of Commerce Bank, a corporate sponsor of the event. The organization's board plays a key role in the success of the festive event by soliciting in-kind gifts such as decorations, invitations, music, and flowers while also assisting with the publicity efforts. Coalition members pitch in to help spread the news by placing announcements in their bulletins. The volunteers help set up the reception (usually hosted by a coalition member), serve and clean up. The team effort of the corporate sponsor, board, coalition members and volunteers helps make this a four-star event! *Source:* Norie Wisniewski, Interfaith Caregivers of Haddonfield, Inc., Haddonfield, N.J. (856) 354-0298.

Independence Day Extravaganza

KEY INGREDIENTS

Initial Dollar Investment:

None

Amount raised (range):

\$501-\$1000

Date of project:

July 4th

Time frame for planning:

2-3 months

Tips for Success:

Publicity! Consider pitching to the newspaper with a picture before the event, promote on community calendars, and try to get TV coverage on the day of the event.

Necessary "chefs:"

Coalition members donate space and refreshments, board members and volunteers attend and help assemble programs.

A neighbor's independence depends on you! *Faith in Action* Caregivers, Inc. embraces this tag line with its annual Fourth of July music concert featuring a soloist to perform patriotic songs in honor of local veterans. The concert opens with the United States flag and West Virginia State flag presented by local Boy Scouts and the singing of "The Star-Spangled Banner" and "The West Virginia Hills." Those attending are given small United States flags as patriotic songs from the WWII era are performed. Then the anthem from each branch of the military is sung and those veterans who served are asked to stand and be recognized.

During the concert the program director speaks briefly about the services of *Faith in Action* Caregivers, Inc. and donation envelopes are provided to all. The one-hour concert concludes with a sing-along of popular songs (like "Bicycle Built for Two") and the stirring grand finale of the "Stars and Stripes Forever" played on the pipe organ.

This annual event is made possible by the generous support of a local coalition member, St. Matthew's Episcopal Church. This church covers all costs related to the event including the soloist, flags, printing costs, and even providing cake and punch for the guests after the concert. Other coalition members attend the event and help publicize the concert in their bulletins and newsletters. Board members and volunteers attend the event and wear red, white, and blue adding to the festive and patriotic spirit of the event.

Alternative "flavorings and spices:" Consider holding the concert in a local park or local community center. If your budget limits your ability to pay a soloist, you might ask each of the choirs in your coalition to perform a patriotic tune,

culminating in a group singing of “The Star-Spangled Banner.” Another festive idea is to arrange an informal Independence Day parade or join in one that is already a tradition in your town to feature your care recipients and volunteers in their full red, white, and blue regalia!

Source: Jeanette Wojcik, mentor and director, *Faith in Action* Caregivers, Inc., Wheeling, W. Va., (877) 541-0510.

Saint Patrick's Trivia Night

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$501-\$1,000

Date of Project:

Saint Patrick's Day

Time Frame for Planning:

1-2 months

Tips for Success:

Have plenty of green decorations and fun door prizes to add to the festive nature of the event. Spread the word through coalition newsletters and flyers.

Necessary "Chefs:"

Board members attend the event, coalition members help with in-kind donations and publicity, and volunteers help with the staffing needs of the event.

Community members in Collinsville, Ill. enjoy wearing green and playing trivia games to celebrate Saint Patrick's Day. So on this festive holiday, the Collinsville *Faith in Action* program hosts a non-alcoholic, family-friendly event for the local community. The event is held at a sponsoring congregation and the refreshments are donated by the coalition organization. The event includes a volunteer "trivia master" who writes trivia questions and serves as the Master of Ceremonies. Each participant pays a \$10 entrance fee for a chance to win a cash prize for answering the most questions correctly. There are first, second and third prizes ranging from \$120-\$80 and door prizes as well. Children enjoy face painting and dressing up in their festive green clothes and headdresses.

Coalition members play a key role in publicizing the event in their bulletins and selling tickets prior to the event.

Some coalition members support the event with in-kind donations such as space, door prizes and refreshments. Volunteers help staff the event by collecting typed answer sheets, tallying the sheets and providing general help with the setting-up the room. Erin go brag!

Alternative Flavoring: Consider hosting a similar event at a different time of the year such as the fall. To add local flair, you might want to identify trivia questions specific to your community or state.

Source: Lori Fry, Collinsville *Faith in Action*, Collinsville, Ill., (618) 344-8080.

Christmas Choral Concert

KEY INGREDIENTS

Initial Dollar Investment:
\$200

Amount Raised (Range):
\$5,001-\$10,000

Date of Project:
December

Time Frame for Planning:
6 months

Tips for Success:
Identify a “concert director” among one of the choir directors who can organize the program, lead the practice and direct the “Hallelujah Chorus.”

Necessary “Chefs:”
Board members help secure donations from sponsors. Coalition members participate in the event. Volunteers provide rides to care receivers.

Round Rock Caregivers hosts a free Christmas concert each year for the community of Round Rock, Texas. This festive event includes carols and holiday hymns performed by congregation choirs from coalition members. The concert includes a special time for a care receiver to share a story about his or her involvement with the *Faith in Action* program and creates an opportunity for a love offering to be collected for the program. The evening concert also includes various ecumenical prayers offered by pastors from the coalition. The truly grand finale is the “Hallelujah Chorus,” which is performed by all of the participating choirs. What an inspirational evening!

The board is very involved in the planning of the event and plays a key role in soliciting local businesses and the medical community for donations. These generous businesses contribute a minimum of \$100 and are listed in the concert program materials and in the

Round Rock Caregivers’ newsletter. The board also provides refreshments for the choirs prior to the event. The coalition members help coordinate the choirs and ensure their participation in the 4:30 p.m. practice session and the concert that follows at 6:30 p.m. Volunteers add a special touch to the event by providing transportation services for the care receivers who are able to attend this event. *Alternative “flavorings and spices:”* Consider hosting an interfaith “celebration of service,” including songs from various faith traditions. The event bulletin could recognize all coalition members, volunteers and donors and highlight the services your program offers.

Source: Jeanie McCrea, Round Rock Caregivers, Round Rock, Texas, (512) 310-1060.

Holiday Cards

KEY INGREDIENTS

Initial Dollar Investment:

\$2,600

Amount raised (range):

\$30,001-\$50,000

Date of project:

November 1 – December 24

Time frame for planning:

10 weeks

Tips for Success:

Publicity for the card is vital. Use every avenue you and your board can imagine.

Necessary “chefs:”

Board members and coalition members assist with publicity. Volunteers help with coordinating direct mailings and filling orders.

United Ministries *Faith in Action* Follow-Up Care spreads holiday cheer with their annual holiday card fund raiser. Each year, the program finds a local artist who is willing to donate original art work for a “Holiday Honor Award.” The artwork must have content that can be identified as local, and it should also have a holiday theme. The award winning scene is printed on the holiday cards. The cards are marketed as a way to remember someone, such as a teacher or babysitter, in a meaningful way. The card, which is available for a donation as small as \$5, contains a message explaining that a donation has been made to the United Ministries *Faith in Action* Follow-Up Care in honor of the recipient. The donor then sends the card to the person they wish to recognize. For a small fee, the program will hand address the card and mail it with a holiday postage stamp.

To make this holiday fund-raiser successful, the board, coalition members and program volunteers help in the publicity and

sales for the cards. A full color brochure, direct solicitation to past and current donors, the program Web site and local media coverage help to spread the word about the holiday cards. The volunteer artist and a local public relations firm are also “key ingredients” to this highly successful fund-raiser.

Alternative “flavorings and spices:” Consider offering holiday cards to local businesses, such as banks, insurance agents and attorneys, who may find added benefit to supporting the local community while spreading holiday cheer.

Source: Dorothy Stone, United Ministries *Faith in Action* Follow-Up Care, Greenville, S. C., (864) 232-6463.



*Plays, Concerts, Performances
and Dances*

Harvest Moon Dance and Auction

KEY INGREDIENTS

Initial Dollar Investment:
\$400

Amount Raised (Range):
\$1,001-\$5,000

Date of Project:
November

Time Frame for Planning:
2 months

Tips for Success:
Advertise thoroughly through television and radio commercials, ads in senior-interest magazines, flyers and word of mouth.

Necessary "Chefs:"
The board selects the location, time, date, theme and other details. They secure sponsors, donations and sell tickets.

The Harvest Moon Dance is a new fund raiser held by a *Faith in Action* program, Seniors Call to Action Team, Inc., in Fayetteville, N.C. The program held a similar event, called the Christmas Fund-Raising Dance, for several years prior to switching to the Harvest Moon Dance in November. The switch was made due to schedule constraints in December and competition for participants' time in December.

The focus of the Harvest Moon Dance is to give couples a fun evening out with dinner and a semi-formal dance. Planning for the fund raiser begins at least two months in advance. The dance is held in the penthouse of an upscale hotel with tickets priced at \$75 per couple or \$40 for individuals. This event brings in between \$1,000 and \$5,000 dollars above the initial \$400 dollar investment.

An entertainment duo provides the music for dancing after dinner. At the same time, various local businesses provide items for a silent auction. Other sponsors provide donations to help defray the expenses for the event. Because of this support, the program's initial investment only includes the fees for the musical

entertainment, postage for mailing invitations and deposit on the penthouse.

Generous donations and in-kind support by companies like Time Warner Cable provide free commercials to advertise the dance. In addition, *Fifty Plus* magazine gives a cash donation and provides advertisement in their publication. Other publicity efforts include flyers sent to supporters and word-of-mouth announcements through board members, coalition members and volunteers.

Alternative "flavorings and spices:" Enlist a few formal ballroom-dancing couples from a local studio. They liven up the evening for everyone! Consider scheduling ballroom dancing lessons by an instructor for a small donation prior to the dinner.

Source: J.R. "Bob" White, Seniors Call to Action Team, Inc. (S.C.A.T.), Fayetteville, N.C., (910) 486-5580.

Gospel Concert

KEY INGREDIENTS

Initial Dollar Investment:

\$250

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

March

Time Frame for Planning:

3 months

Tips for Success:

Publicize through radio, newspaper articles, flyers and phone calls.

Necessary "Chefs:"

The board members organize the program and contact performers and participants. Coalition members pay for newspaper and radio announcements. Volunteers type up, print, and circulate flyers. They also make phone calls and produce printed programs.

Signs and Wonders, Inc., a *Faith in Action* program in Hawthorne, Calif., has been hosting a Gospel Concert in March for 3 years. The Gospel Concert is presented at the Miracle Theatre in Inglewood, Calif. Music from five congregational choirs and four soloists entertain the community. Reverend Cortez A. Rex, Jr., director for the program, serves as a featured artist and emcee.

Admission is free for the event, but a love offering creates an opportunity for the community to show their gratitude and generously contribute to the *Faith in Action* program. Patrons are recruited in advance, and those who donate \$25 or more are listed in the event program. Last March, more than \$1,000 was raised at the concert.

The initial dollar investment for the fundraiser was only \$250. Faith congregations and the theatre owner sponsored the event. One of the congregations participating printed the programs and invitations at no cost to the *Faith in Action* program. To help save money, recruit musicians who agree to donate their time and talents to the concert.

Publicity efforts for the concert included newspaper articles, radio announcements, flyers and phone calls. Coalition members pay for the newspaper and radio announcements.

Board members help to organize the concert and contact performers and other participants. Volunteers get involved by designing, printing and circulating fliers. The volunteers make phone calls to supporters to recruit patrons and publicize the event by word of mouth. They also produce the event programs. Consider this a great opportunity to "sing the praises" of your *Faith in Action* program.

Source: Reverend Cortez A. Rex, Jr., Signs and Wonders, Inc., Hawthorne, Calif., (310) 973-5912.

Barbershop Quartet Performance

KEY INGREDIENTS

Initial Dollar Investment:

Less than \$100

Amount Raised (Range):

\$101 - \$500

Date of Project:

November

Time Frame for Planning:

4 months

Tips for Success:

Be sure to send invitations to care receivers. Submit articles to the local newspapers. Place posters in strategic locations.

Necessary "Chefs:"

The board plans the event and assists with publicity. Volunteers sell tickets, serve refreshments, and provide rides to the event.

In true harmony, Community Cares Network, a *Faith in Action* program in Chester, Vt., works with various community partners to host a Barbershop Quartet performance in November.

The minimal investment for the program is less than \$100 thanks to the support of the local community. The town hall offers space for the performance at no charge. The local Ben & Jerry's parlor (a Vermont and national treasure) donates ice cream for refreshments. Tickets sell at \$5 per person or \$3 for seniors, and a donation basket helps to raise as much as \$500. A local group, "Top Drawer Four," performs for no charge at the event. According to the program director, Edie Brown, the performers are genuinely pleased with the enthusiastic response of the audience.

Invitations are sent to the music director at the local school to encourage attendance by youth in the area. Invitations are also sent to care receivers and coalition members. It is suggested that posters be put up in strategic locations and provided to coalition members for placing on their bulletin boards.

The board begins planning the event at least four months in advance and helps with publicity by submitting articles to the local papers, including the high school paper. Volunteers sell tickets, serve refreshments and provide rides to the performance for care receivers.

Alternative "flavorings and spices:" Consider hosting a performance by a faith congregational choir or the local high school chorale.

Source: Edie Brown, Community Cares Network, Chester, Vt., (820) 875-6341.

Dessert Theatre

KEY INGREDIENTS

Initial Dollar Investment:

\$75

Amount raised (range):

\$5,001 - \$10,000

Date of project:

Varies

Time frame for planning:

3 months

Tips for Success:

Submit public service announcements for television and radio. Place ads in the local paper. Provide inserts for local faith congregational bulletins.

Necessary "chefs:"

The board assists with serving patrons.

The Abraham House, a *Faith in Action* program in Utica, N.Y., has created a fund raiser called Dessert Theatre. The play, "*Grace & Glorie*," which has a hospice theme, is presented during the "sweet" event. Tickets are \$12, an affordable rate so that volunteers and others are encouraged to attend.

The program's director, Cynthia Shepherd, performs one of the roles in the play, and the board members serve as waiters and waitresses. A café-type space and stage area is provided by a local faith congregation. All desserts, coffee, tea, soda, punch and paper products are donated by local businesses, pastry shops and bakeries.

Publicity for this fund raiser includes public service announcements, newspaper ads and faith congregation bulletin inserts. Coalition members, volunteers and care recipients are all invited to attend.

Cynthia urges programs to allow 3 months to plan the event, and she suggests selecting a play or production that represents and echoes

your program or one that may draw a large audience in your community. With an initial dollar investment of only \$75, the program successfully raises between \$5,001 and \$10,000. Encore!

Alternative "flavorings and spices:" An alternative may include asking the local community theatre if you may host a dessert fund raiser during one of their dress rehearsals.

Source: Cynthia Shepherd, Abraham House, Utica, N.Y. (315) 733-8210.

Showcase Talent Show

KEY INGREDIENTS

Initial dollar investment:
\$720

Amount Raised (Range):
\$1,001-\$5,000

Date of Project:
Any time

Time Frame for Planning:
3 months

Tips for Success:
Focus your publicity on the talent show and at the event share with the audience more about your program. Planning is essential so begin work early!

Necessary "Chefs:"
Board members develop a marketing plan and provide personal thanks to every donor and participant. Coalition members recruit area businesses. Volunteers create decorations, manage a concession stand, handle the sound system, lighting and video equipment, and serve as emcees and judges.

The first annual talent show for TAB far exceeded everyone's expectations. This showcase was open to all ages and types of talent including singing, dancing, fiddling, playing the piano and more. Forty-seven contestants entered and over 300 members of the community attended.

Putting on a "professional" talent show takes planning but the fun you have is well worth it. The board's marketing plan was a "key ingredient" and involved the Chamber of Commerce, who promoted the event in their newsletter and at monthly meetings, and the ministerial alliance, who provided information to the local congregations. In addition, the program appeared on a local lunchtime radio talk show and the local paper published a front page article one week before the event. Special invitations were mailed to all the radio stations, television stations and state newspapers. As a result of these widespread announcements, one newspaper piece caught the attention of a contestant who drove over 200 miles to participate!

Given their experience, TAB recommends that the media coverage spotlight the talent show contestants with a general idea of the cause of their program. Once at the event, the public learned about the people helped by the *Faith in Action* program. This happened in a very special and serendipitous way. The young boy who won the kid's age category for writing his own song and playing the piano is a survivor of cancer-- a wonderful happy ending for the audience.

For a talent show, the initial dollar investment is a little expensive, but it is an opportunity to get the broader community involved in your fund-raising event by

asking for sponsors. For TAB, the upfront expenses included \$100 for renting the building for the show, \$120 for janitorial services, \$350 for insurance, and \$150 for printing and mailing the contestant applications. Sponsors in this case were area businesses who contributed trophies for the winners, decorations for the hall and items for gift bags for all contestants. Other sponsors included area police and fire stations, a greenhouse and nursery, child care centers, fitness centers and restaurants.

A practical “ingredient” is to let the younger contestants perform first. The audience can become restless if these are the final acts. TAB found an even better approach is to mix the ages, which offered nice variety for the audience.

Alternative “flavorings and spices:” To raise even more money from this type of event, ask sponsors to “pay” to have their name advertised with the event. Businesses commonly pay \$1,000-\$2,000 to have a banner hung on the stage or near the entrance of the building.

Source: Thomas Bowen, Tumors, Accidents, and Burns (TAB), Hartman, Ark., (479) 754-7463.



*Art Shows, Fashion Shows, Craft Items
and Book Fairs*

Fashion Show & Luncheon

KEY INGREDIENTS

Initial Dollar Investment:

\$3,500

Amount Raised (Range):

\$10,001-\$30,000

Date of Project:

November

Time Frame for Planning:

6 months

Tips for Success:

Host the event in a lovely facility, begin planning early, make it fun and people will come!

Necessary "Chefs:"

Support from board members, coalition members, and volunteers is critical.

The Fashion Show & Luncheon has become a "signature" event for the Jefferson Area Outreach for Older People. Sponsored for the last 10 years, this fund raiser is a popular community event that is more than just a lunch.

This event includes a fashion show in which models showcase outfits from a local clothing store, Berings. The fashions are auctioned along with an array of other prized items. All items are donated by area businesses with the proceeds going to the *Faith in Action* program. As part of the fashion show and luncheon, participants enjoy a delicious meal in a beautiful setting, adding to the high profile of the event.

Over 375 members from the community participate and bid on highly desirable items auctioned, such as a champagne hot air balloon ride, a Bed and Breakfast weekend on the Riverwalk, a diamond

cross necklace, a diamond ring, and gift certificates from local restaurants, theaters, and beauty salons. Jefferson Area Outreach recommends that you dream of big, wonderful prizes and then go ask for them from your area businesses.

Also a key to the success of this event is to host it in an attractive facility. For Jefferson Area Outreach, this is a local country club, Oak Hills. Another "key ingredient" is to involve a local television personality to emcee the event. This also helps to increase media coverage for the event. For the live auction, the mayor and city councilmen serve as auctioneers.

Involve your board and coalition members by having them approach sponsors and ask for items to be donated for the auction. This event raises significant dollars for the program and involves sponsors who "purchase" tables. "Gold" tables are offered at \$1,000 each, "silver" tables \$750 each, and "bronze" tables \$500 each.

An event such as this should be very well publicized. Jefferson Area Outreach distributes announcements in their newsletter and in the bulletins of their 14 coalition members, posts notices in the community calendar of the local newspaper, and makes appearances on two radio shows and one television show.

Be aware that this event requires approximately 6 months of planning. And while a fashion show and auction are a lot of hard work, such an event raises considerable funding for the program and increases awareness of interfaith volunteer caregiving among the community.

Source: Doris Griffin, Jefferson Area Outreach for Older People, San Antonio, Texas, (210) 734-5016.

Book Fair

KEY INGREDIENTS

Initial Dollar Investment:

\$60

Amount Raised (Range):

\$501-\$1,000

Date of Project:

Any time

Time Frame for Planning:

2-3 months

Tips for Success:

Contact Books Are Fun, Ltd at 800-864-4941 or visit their Web site at www.booksarefun.com

Necessary “Chefs:”

Board members help to distribute flyers and posters. Coalition members promote the event by posting flyers and including notices in bulletins. Volunteers help publicize the event.

Reading is fun in Independence, Wis., and the United Volunteer Caregivers has received community-wide recognition with it’s annual book fair for the last 5 years. In collaboration with a national company, Books Are Fun, Ltd., this event is easy to plan.

Books Are Fun is a Reader’s Digest Company based in Fairfield, Iowa, that helps nonprofit organizations with fund-raising activities. For organizations with at least 250 employees, they will come to your community with a wonderful selection and gracious stock of books, including best sellers, children’s books, cookbooks, and special interest titles as well as gift items, such as picture frames, clocks, candles, jewelry items and travel accessories.

Since United Volunteer Caregivers does not have 250 employees, they team up with a local hospital in order to have Books Are Fun come to their community. The hospital, which seeks to invite the community into their facility, donates a

lounge for the “store” at no cost.

The books are sold at 30-70% off retail prices and 10% of the proceeds go to the sponsoring nonprofit organization. Books Are Fun manages the entire process the day of the fair—selling, stocking, set up and take down. The sponsoring agency also receives a complimentary book, which United Volunteer Caregivers offers as a giveaway at a later volunteer recognition event.

Marketing the event in the community is a “key ingredient” to success. The more people who attend and buy books, the more the *Faith in Action* program benefits. Books Are Fun will provide a variety of promotional tools, and the board/advisory committee members, coalition members and volunteers place table tents in area

restaurants and venues, stuff flyers in grocery bags, and post notices in church bulletins. Other publicity efforts include interviews on the local cable television station and paid radio advertisements (\$60 for eight spots one month in advance).

This special fund-raising event requires very little work and little “person-power” with a high return on building community awareness of United Volunteer Caregivers. Reading really can be fun...and profitable!

Source: Janet Evans, United Volunteer Caregivers, Inc., Independence, Wis. (715) 985-2911.

Decorative Pins

KEY INGREDIENTS

Initial Dollar Investment:

\$45

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

Any time

Time Frame for Planning:

Not applicable

Tip for Success:

Remember, everyone can be an artist for beauty is in the eye of the beholder!

Necessary "Chefs:"

Board members, coalition members and volunteers help make and sell the pins.

This fund raiser calls for people with creativity. Volunteers, board members, coalition members, staff and anyone who is interested create a variety of shapes, figures and designs, and paint and decorate these shapes as desired. These colorful shapes are then fashioned on a pin with liquid or hot glue. Each pin varies in shape, size and design, and is "offered" for a donation of \$5.

Local merchants display the pins, which are made and "offered" year round. In addition to placement in area stores, special publicity is announced periodically through the newspaper and congregational bulletins. The flexibility of this project is appealing, and the dollar investment is minimal for supplies. Plus, this fund-raising activity allows each individual to invest a little or a lot to produce the pins. It's been a wonderful

way for the volunteers and board members to express their creativity and be "hands-on."

Alternative "flavoring and spices:" Introduce various community groups or congregations to the *Faith in Action* program by encouraging them to get involved in this activity. People of every age find this activity fun. Consider having a "show" displaying the handiwork of certain groups. For instance, have all the area clergy make pins for a special "showing," or a Girl Scout troop, church youth group, ladies club and so forth.

Another "flavoring" is to invite certain groups to create pins for specific holidays throughout the year. Have a congregation in the coalition create pins for Valentine's Day, and another congregation for Independence Day and so forth.

Source: Buster Lackey, mentor and director, *Faith in Action* Conway, Conway, Ark., (877) 213-2093.



***Get Moving: Walks, Runs, Rides,
Tourneys and Garden Shows***

Sprint Triathlon

KEY INGREDIENTS

Initial Dollar Investment:

\$1,500

Amount Raised (Range):

\$10,001-\$30,000

Date of Project:

August

Time Frame for Planning:

20 months

Tips for Success:

Contact the USA Triathlon Association for information at www.usatriathlon.org.

Necessary "Chefs:"

Board members help secure event sponsors and door prizes. Coalition members help with publicity. Volunteers, along with the board and coalition, help on the day of the event.

Want to raise money, get in shape and have fun all at the same time? That's what the *Faith in Action* Caregivers, Inc. (FIAC) program did with its first annual Sprint Triathlon. It's a lot of work, but the money raised through the sponsors makes it worth the time and effort. The event consists of a 400 meter swim, 25K bike ride followed by a 5K run. Individuals competed in a variety of age groups that are set by the USA Triathlon Association and begins with teens and increase in five-year increments. Each group is also gender specific. Awards were presented to participants with the fastest overall time in each age/gender category for first, second and third place. Almost all of the 81 participants received an award.

In addition, teams competed in categories such as faith community teams, clergy teams, family teams, combined age groups and civic/service club teams. A group of Lutheran pastors took first place in the clergy competition. The Wheeling Kiwanis club finished first in the civic/service club category. FIAC recommends you provide *Faith in Action* T-shirts to all participants!

A first step when considering this type of event is to contact the USA Triathlon Association (www.usatriathlon.org) for information regarding sanctions and recommended rules, available at no charge. FIAC found the organization very helpful in organizing their event. You will also want to involve local fitness centers and area athletic groups in the planning. And, of course you need involvement from the local fire department, emergency services and police departments and permits to use public highways.

To raise significant dollars from an event such as this, a key ingredient is to have sponsors. Sponsors are able to provide information for "goodie bags" given to participants, place signs or banners at certain locations on the race course, and enter

the race without charge. Sponsors may also provide supplies. The local businesses in Wheeling contributed up to \$2,500 each to have their name on flyers and signs posted at the event. Other businesses contributed materials such as food, bottled water, Popsicles and ice.

Volunteers on race day are important to the success of the event. Over 150 volunteers were involved with tasks such as traffic control, counting laps, race day registration, water and food stations and communications. Many of these race volunteers were from coalition members such as the Department of Human Services, social workers who refer clients to the *Faith in Action* program, Boy Scouts, Girl Scouts, groups from congregations, members of Kiwanis and Rotary, board members and their families and even some volunteer caregivers. *Faith in Action* Caregivers, Inc. makes sure that race day volunteers all get *Faith in Action* t-shirts, too!

Source: Jeannette Wojick, mentor and director, *Faith in Action* Caregivers, Inc., Wheeling, W.Va., (304) 243-5420.

“Show You Care” Bike Rides

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

Anytime from May to August

Time Frame for Planning:

3 months

Tips for Success:

Get local businesses involved in the project as sponsors.

Necessary “Chefs:”

Board members spearhead the effort, coalition member help solicit sponsors, and volunteers serve as participants and staff the event.

Building upon the tremendous success of walk-a-thons, Interfaith Caregivers offers a “Show You Care” bike-a-thon each summer in the small town of Olean, N.Y. Local participants solicit donations from their families and friends and choose the route option (10K, 25K, 50K or 100K) they want to ride. Local businesses provide sponsorship for the event and in exchange, their logos are printed on the back of T-shirts that are given to each participant.

Publicity is highly important for the success of this event. The majority of the publicity and logistics of the event are coordinated by the board, and coalition members help to secure local sponsors for the event. Many of the volunteers with Interfaith Caregivers help to staff the event and even participate as riders.

Alternative “spices and flavorings:” Charlene Warner, coach and director with Hands of Grace in Delta, Ohio also offers her Ohio Back Roads Hike/Bike as a fund-raising

suggestion. This event includes a 16 mile bike ride, 3 mile hike around a lake and a 1 ½ mile kids’ trail for hiking or biking. Events that are promoted as “fun for the whole family” are an added benefit for most folks. People can even serve as Hands of Grace “cheerleaders,” sitting in lawn chairs and cheering on the hikers and bikers from one of three different locations!

Sources: Julie Wolf, coach and director, Interfaith Caregivers, Olean, N.Y., (716) 372-6283.
Charlene Warner, coach and director, Hands of Grace, Delta, Ohio, (419) 822-3556.

Miniature Golf Event

KEY INGREDIENTS

Initial Dollar Investment:
\$1,438

Amount Raised (Range):
\$10,001-\$30,000

Date of Project:
April

Time Frame for Planning:
1 year

Tips for Success:
Publicize with PSAs on TV and radio, newspaper articles, posters, flyers, and notices in schools.

Necessary "Chefs:"
Board members serve as committee chairs, coalition members promote it within their congregations, and volunteers

Many organizations host golf events to raise money and awareness, but have you heard of a *miniature* golf event? Compeer of Family Services of Chemung County in Elmira, N.Y. has successfully run a miniature golf event at a local mall since 2000. The medical center in this community serves as a generous lead sponsor at \$5,000 and golf hole sponsorships are sold to businesses and organizations at \$500 each. All sponsors build a golf hole and the event runs for 10 days. The Corporate Challenge is a one-day event for companies that spend \$100 to enter a foursome to compete and then enjoy a reception and prizes. Ticket prices for the public are \$4 for adults, \$3 for children 12 and under, and \$10 for a family of four. During the day, the course is offered at no charge to clients at other nonprofit agencies and needy children.

The cost incurred includes printing of flyers and promotional materials, decorations such as balloons, and the thank you luncheon to corporate sponsors and volunteers.

This *Faith in Action* program is able to recruit Joey Sindelar, a golf pro, to serve as the honorary chair of the Corporate Challenge. According to Caryl Cavalier, while this event requires a lot of work, it has been very well received in the community and truly spreads the word about their program. *Alternative "flavorings and spices:"* ShareCare in Bethlehem, Pa. hosts a Bowl-a-thon to raise awareness and funds. As with the miniature golf event, a bowl-a-thon encourages children to participate. This event allows local school students to earn 6 hours of community service, with a guidance counselor's signature. The minimum pledge to bowl is \$45 per bowler, and all bowlers receive three games of bowling, shoe and ball rental, a T-shirt and a buffet following the event.

Sources: Caryl Cavalier, Compeer of Family Services of Chemung County, Elmira, N.Y., (607) 733-7661. Lynn Heiney, ShareCare Interfaith Volunteer Caregivers, Bethlehem, Pa., (610) 867-2177.

Golf Tournament

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$5,001-\$10,000

Date of Project:

Third Sunday of August

Time Frame for Planning:

1 year

Tips for Success:

Publicize with a picture or article in the local newspaper, include information in congregational bulletins, and distribute tournament brochures at area golf courses.

Necessary "Chefs:"

Board members help with publicity, make up teams, and sell tickets. Volunteers make refreshments. Coalition members play!

Rain or shine the golfers enjoy taking to the greens the third Sunday of August for 2 years for the Circle of Caring Annual Golf Tournament. The tournament is made up of 4-person teams. Teams can be formed beforehand, or players can just come and be assigned to a team. Each team pays an entry fee that covers the greens fees.

Local businesses sponsor holes and provide prizes for the winners. Some of the sponsors or businesses that provide in-kind support are Berger Heath System, Mt. Carmel Health System, various banks, restaurants, a convenience store and a garden center.

The board plays an important role in this fund raiser. They set out registration forms and collect monies weekly at various locations. They also assist with publicity, sell tickets and serve on the planning committee. In short, they do whatever is needed at the time!

Many of the coalition members make up teams or send players. Some help sponsor the event. The volunteers do a

lot of the same things the board members do and also make announcements to other organizations to which they belong. Volunteers also make refreshments and always work on the day of the special event.

Martha Buller and Kathy Kanitz recommend you start early in planning and begin seeking sponsors a year in advance so they can budget your event for the following year.

Source: Martha Buller, coach and coordinator and Kathy Kanitz, assistant coordinator, Circle of Caring, Circleville, Ohio, (740) 474-7844.

Golf Outing

KEY INGREDIENTS

Initial Dollar Investment:

\$500

Amount Raised (Range):

\$10,001-\$30,000

Date of Project:

Spring or Autumn

Time Frame for Planning:

6-8 months

Tips for Success:

Promote with PSAs on the radio and in newspapers and distribute flyers to your mailing list.

Necessary "Chefs:"

Board members run the outing as well as golf. Coalition members advertise in congregational bulletins and take part in dinner formalities. Volunteers take pictures, sell raffles, mulligans and beat-the-pro tickets.

Golfers from Lakewood, NJ turn out for a great day of golfing, dinner and celebration. An entry fee of \$195 covers the cost of the driving range, lunch, greens' fees, BBQ dinner, gratuities, and awards. Individual golfers are welcome and foursomes are arranged.

Sponsorships are also encouraged at the following levels:

Dinner Sponsor: Golf foursome and recognition dinner, \$1,500

Lunch Sponsor: Golf twosome and recognition lunch, \$750

Cart Sponsor: Sign with your business or personal message, \$250

Range Sponsor: Sign with your business or personal message, \$250

Hole Sponsor: Sign with your business or personal message \$150

Dinner only: \$25.

The day is a great way to reach into the business community to make your program known and to gain new contributors. Some of the sponsors for the day have included Commerce and First Union banks, Jackson Sporting

Goods, Kimball Medical Center, Gateway Toyota, Jewish Community Foundation, the Kokes Organization, East Ridge Golf Club, Senator Robert W. Singer and many more.

It is important to have the business leaders on your board behind the event. They understand that this is how business is done and have the names of those who will support the event.

Source: Nancy Ernst, Caregivers of Lakewood, Lakewood, N.J., (732) 730-0700.

Home, Garden and Sports Show

KEY INGREDIENTS

Initial Dollar Investment:

\$200

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

First weekend in March

Time Frame for Planning:

6 months

Tips for Success:

Know the calendar for your area – you don't want to compete with other events. Advertise in local newspapers and radio with both paid and unpaid PSAs. Encourage vendors/exhibitors to advertise the event in their stores.

Necessary "Chefs:"

Board members serve on planning committee, supervise and help vendors during the weekend. Volunteers help with booths and as needed.

Each year in the spring Dodge County Area Volunteers in Action hosts a weekend-long Home, Garden, and Sports Show in a local mall. There is no charge for the mall space and the mall office manager is always helpful in securing this event on the calendar. Local citizens attend the show as they do their regular shopping at the mall. The exhibitors sign up for a booth for the weekend where they display and sell their merchandise.

Each vendor/exhibitor pays \$150 to \$200 per booth, depending on size. Dodge County Area Volunteers in Action coordinates the set up needs for each booth and contracts with a local company to set up the booths. A portion of each vendors' fees off sets the charge for set up. The local radio station underwrites the other additional costs for the weekend.

The board members serve on the planning committee and spend significant time at the event, mainly to be there in case a vendor needs help. The volunteers also help the vendors at their booths as needed.

Many of the coalition members attend the show.

Ruth Lindegarde, director with Dodge County Area Volunteers in Action, notes that a special time is set aside during the weekend for the annual recognition of volunteers and they often supplement the show with other smaller fundraising strategies such as raffles and silent auctions.

Alternative "flavorings and spices:" Contact your local Visitor's Bureau, Chamber of Commerce and/or local mall(s) to explore community events that may offer similar fundraising opportunities for your program.

Source: Ruth Lindegarde, Dodge County Area Volunteers in Action, Beaver Dam, Wis., (920) 356-0898.

Garden Gala

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

Second Sunday in June

Time Frame for Planning:

2-3 months

Tips for Success:

Include Master Gardeners, garden centers and landscapers on the planning committee.

Necessary "Chefs:"

Gardeners who are willing to let people walk through their beautiful gardens.

Local gardens show off their lovely colors to visitors from Circleville, Ohio during the Circle of Caring's Annual Garden Gala. The Gala is scheduled the second Sunday of June and features seven local gardens on the tour. Tickets are sold for \$7 per person, \$8 on the day of the event. Proceeds from the ticket sales benefit Circle of Caring while adding a nice community event to the local scene.

Successful publicity efforts have included submitting articles and pictures of each garden on the tour to the local newspaper. Radio and cable TV announcements are also used to publicize the event.

The board members help with publicity, sell tickets to the Gala, serve on the planning committee, and anything else that is needed.

The volunteers also make announcements to their other organizations, make refreshments and always work on the day of the Gala. Many coalition members provide the lovely gardens for the tour.

Martha Buller and Kathy Kanitz state, "We've tried to include our local Master Gardeners, any garden centers, and any interested landscapers on the planning committee." The expertise of these pros can truly ensure the success of your garden tour.

Alternative "flavorings and spices:" Consider a variation with a tour of historic homes. Invite community members to open their historic homes for the public.

Source: Martha Buller, coach and coordinator and Kathy Kanitz, assistant coordinator, Circle of Caring, Circleville, Ohio, (740) 474-7844.

Walk on the Pinellas Trail

KEY INGREDIENTS

Initial Dollar Investment:
\$700

Amount Raised (Range):
\$5,001-\$10,000

Date of Project:
March

Time Frame for Planning:
6-9 months

Tips for Success:
Start early, get approvals and permits from the city and county, and obtain insurance coverage for your special event.

Necessary "Chefs:"
The board members attend the event and promote it beforehand. Coalitions members promote the event in their congregations and encourage all to participate. The volunteers promote the event ahead of time, get their friends to sponsor them and then participate in the event.

In the month of March, "The March March for Friends" is sponsored by *Faith in Action* of Upper Pinellas of Dunedin, Fla. Participants can walk either 1 mile or 5 kilometers. The walk is held on a Saturday from 8:00 a.m. to 12:00 p.m. with prizes awarded at noon.

Every entrant secures pledges and receives a T-shirt upon registering. The initial investment of \$700 includes the cost of the T-shirts and flyers for the event.

Several local businesses give \$150 each to have their names featured in the newsletter and on signs displayed at the registration table.

Mary Ann Carey, director, has the following advice, "Secure prizes from your local merchants. We solicit merchants for as much as possible: a pizza chain donates pizzas, a hamburger chain donates orange 'bug' juice served at noon, a local restaurant/bake shop contributes pastries and bagels which we offer at the beginning of the event. Water and juice are available at various checkpoints on the route."

Source: Mary Ann Carey, coach and director, *Faith in Action* of Upper Pinellas, Dunedin, Fla., (727) 738-4307.



Auctions and One-of-a-Kind Events

Raffle Auction/Fashion Show/Luncheon

KEY INGREDIENTS

Initial Dollar Investment:

\$2,500

Amount Raised (Range):

\$10,001-\$30,000

Date of Project:

September

Time Frame for Planning:

6 months

Tips for Success:

Start with commitments for the next year immediately following the event. Build a strong team to help with the event and secure support from board members.

Necessary "Chefs:"

Some local boutiques provide fashions and models. The Vice President of the Board chairs the event and the board helps with sponsorships. The coalition members and volunteers buy tables and attend the fashion show.

For 2 years, Coastal Caregivers has held a Raffle Auction and Fashion Show Luncheon for the benefit of their program that provides basic supportive services to seniors who are frail and disabled to enhance their independence and quality of life. The event is held in September starting at 11:00 a.m. to 2:00 p.m.

Between 250 and 300 people attend at a ticket price of \$35 per person. Coastal Caregivers gets back \$20 per ticket. The event has been a sellout! Businesses buy tables as do volunteers.

There is a "preview" cocktail hour for auction items followed by lunch with the Fashion Show. At a "raffle auction" bidding is done by ticket. Each participant buys a certain number of tickets for a set price, and then uses those tickets to bid on a variety of donated items on auction. The participant can bid as many tickets as they wish on each item they're interested in, usually by depositing the tickets in a container assigned to that item. Rather than going to the highest bidder, however, as it would at a regular auction, the item goes

to the person whose ticket is drawn at random from the container. Thus, the more tickets you place in the container, the better your chances of winning!

Janet Hartey, director, recommends that you place ads in the local "Date Books" of town newspapers. However, word of mouth can be a powerful advertisement once your event proves successful!

Additional "flavorings and spices:" Consider using your volunteers, board members and care recipients as your fashion models!

Source: Janet Hartey, mentor and director, Coastal Caregivers, Point Pleasant Beach, N.J., (877) 626-1073.

Down Memory Lane

KEY INGREDIENTS

Initial Dollar Investment:

\$1,000

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

November

Time Frame for Planning:

8 months

Tips for Success:

Promote the event in the local newspaper before and after. Include pictures as this event offers great photo opportunities. Publicize in congregational newsletters and bulletins as well.

Necessary "Chefs:"

A strong, compatible event committee, which enjoys getting together on a regular basis. You must have good staff and board support to back them up as well.

This dinner dance and silent auction centers on the theme of memories from the 1930's, 1940's and 1950's. Coalition members and board members loan old childhood photos for a "guess who" section of the program booklet. The band plays tunes from long ago, while an older volunteer demonstrates the Lindy Hop. A local historian sings parts of old advertising jingles and attendees sing along with those of their own generation. A senior agency staffer brings her collection of old kitchenware and toys from the 1940's. A volunteer tells the story of her 1947 wedding while her granddaughter models her beautifully preserved wedding gown. A WWII veteran displays his military jacket and reminisces with the crowd. Silent auction items include a variety of items and services, such as an hour massage, voice lessons, lunch and 18 holes of golf for 3, china dolls, watches, jewelry, artwork, and many other treats.

The program booklet is printed by a congregation, and many sponsors advertise in the booklet. A board member

arranges for the band to donate its time. All entertainment and silent auction items are donated.

The board members assist the event committee and use their connections to make major arrangements with restaurants and entertainers. They secure the donated items for the silent auction and door prizes. The coalition members publicize the event in their congregational newsletters and bulletins and sell tickets. The volunteers sell the program booklet ads and participate on the event committee.

Interfaith Caregivers of Greater Trenton plans to use the name “Down Memory Lane” as the event theme for many more years. They feel it encompasses many possibilities for entertainment, such as “Sweet Adeline’s” or barbershop quartets, period costumes, old TV/radio themes, historical event themes—the possibilities are endless!

Source: Lisa Carmalt, mentor and former director, Interfaith Caregivers of Greater Trenton, Trenton, N.J., (609) 393-9922.

Quilt Sale on eBay®

KEY INGREDIENTS

Initial Dollar Investment:

\$50

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

December

Time Frame for Planning:

3 months

Tips for Success:

We captured the imagination of a gifted retired quilter. The project director visited the working quilters and cheered them on, and followed their progress. Later we gave Stella a video of the TV coverage – the key ingredients were persistence and enthusiasm!

Necessary “Chefs:”

Lancaster County Amish and Mennonite women gave over 500 hours to complete the quilt. The board members helped identify the volunteer who listed the quilt on eBay, publicized the quilt and encouraged bidding among acquaintances.

In 1928 a young girl sat by her grandmother learning to quilt. Four tedious years later, with the help of her mother, she finished her first quilt. Today that young girl, Stella Esbenshade, is 89 years old. She lives at Landis Homes, a retirement community near Lititz, Pa. and continues to use the skill taught to her by her grandmother many years ago. The quilt she originally made was trundle bed size. Several years ago she had a graphic artist enlarge the pattern of that original quilt to fit a queen or king bed. The pattern is known as Stella’s Hershey Heirloom Pattern. The quilt has only been reproduced for the past 15 years. It takes about 4 months and over 500 hours to complete a Stella’s Hershey Heirloom quilt.

In September 2001, Sarah Myers, Program Director, met with Stella to explore her interest in creating a quilt for Compeer Lancaster, a *Faith in Action* program. Stella quickly and happily agreed to do just that. Stella and her Amish and Mennonite friends completed a king size Stella’s Hershey Heirloom off-white quilt in early

December. The quilt was put on display at the Quilt Shop at Miller’s Smorgasbord in Ronks, Pa. throughout the month of December 2001. A site was created on e-bay, attracting over 1,500 “visits.” Dana Phillips, *Faith in Action* mentor from Pittsburgh, watched with great interest and on December 30 purchased the quilt of her dreams for \$5,000.

Publicity included an article in the quarterly program newsletter about the quilt, a local TV station featured the quilt and quilter on the evening news, the quilt was on display at the Quilt Shop of a local tourist attraction, and TV coverage was given when the purchaser met with the quilter.

In-kind support included the quilters, a friend who donated the marked quilt top, backing and filler, a volunteer eBay “expert” who used his skills and seller number to list on eBay, and the local tourist shop that placed the quilt on display.

Alternative “flavorings and spices:” Some programs have created quilts from the signatures of care recipients, volunteers or prominent people in town. The “signature” quilt is then raffled or auctioned off. Or, you could use many different items to serve as the main ingredient of your fund-raising recipe: paintings, antique furniture, vacation trip, and so forth.

Source: Sarah E. Myers, Compeer Lancaster, Lancaster, Pa. (717) 654-7358.

Art Auction and Reception

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$10,001-\$30,000

Date of Project:

May

Time Frame for Planning:

3 months

Tips for Success:

Start planning the event early. Ad sales money is pure profit, but do utilize every no cost means to publicize. Promote the event as fun, as well as being supportive of the organization.

Necessary "Chefs:"

Regency Fine Arts provided artwork. We had a true working chairman to help make this event a reality.

Atlanta Interfaith Aids Network is a *Faith in Action* program that seeks to enrich the lives of people living with HIV/AIDS, by providing compassionate services such as daily nurturing activities, volunteer care teams, and educational outreach. The Cathedral of St. Philip donated the space for a successful Art Auction and Reception. Regency Fine Arts provides artwork in a variety of styles and price ranges. They also paid for invitations and printed the programs, posters and newspaper ads. According to Judy Parker, director, their help and expertise was invaluable. Regency paid all upfront costs, and in return the agency received 35% of sales. This was not only a profitable evening for the program; it was also a lot of fun. Attendees paid \$20 each, which included two glasses of wine and heavy hors d'oeuvres.

The board members sell ads and send invitations. One of the board members is a professional caterer, so, of course, she caters the event. The coalition members

display advertising posters and buy ads for the program. The volunteers load the art from the truck as well as address invitations.

Publicity included posters displayed in area congregations, a full-page ad in a specialty newspaper, invitations sent to over 1,000 supporters of the agency, and a promotional article in a local metro newspaper.

Alternative "flavorings and spices:" One way to reach a new group of potential donors and volunteers is to work with corporations and businesses in your area, asking them to advertise and promote the event to their employees.

Julie Wolf with Interfaith Caregivers of Olean, N.Y. suggests an alternative auction called the "Chair Affair," wherein local artists transform plain, basic chairs into

unique pieces of art. The event is held at a nice restaurant with hors d 'oeuvres, a dessert table, soft drinks and a cash bar. Attendees pay \$10 per ticket and are able to enjoy the food and drink at 6:00 p.m. while previewing the chairs. The live auction begins at 7:00 p.m. Some chairs sold for as much as \$150-\$175, netting \$1,522 for Interfaith Caregivers of Olean, N.Y.

Sources: Judy Parker, Atlanta Interfaith AIDS Network, Atlanta, Ga., (404) 874-8686.
Julie Wolf, coach and director, Interfaith Caregivers, Olean, N.Y., (716) 372-6283.

Flock of Pink Flamingos

KEY INGREDIENTS

Initial Dollar Investment:

\$136 for flamingos

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

May

Time Frame for Planning:

One month

Tips for Success:

Publicize extensively via TV and newspaper.

Necessary "chefs:"

Board members and other volunteers help migrate flocks to and from various yards.

People love playing good-natured jokes on others, so this fund raiser is wildly popular. A "flock" of plastic pink flamingos is placed in selected yards. Donors pay \$25 to have the flock placed, and the recipient must pay \$25 to have the flock removed from their yard. The fund-raising committee arranges this event and board members also get personally involved by moving the flamingo "flocks" from one yard to another.

Board members were divided into two teams and each member was assigned 3 days to move the birds as many times as possible. The office staff eagerly helped out, too. Door hangers were placed on the "victim's" door that state the following: "This flock is visiting your yard compliments of (insert donor's name). For a \$25 donation to *Faith in Action*, the flock will migrate to another yard of your choosing. The donation is tax deductible and goes directly to *Faith in Action* to help our neighbors in need. Call your migratory specialist, (insert name) at (insert

phone number) to move the flock. If you have any questions or need immediate assistance, call *Faith in Action* at (insert phone number)."

The local news channel ran a story as did the local newspaper. Thanks to this extensive coverage, an Arkansas native in California heard about the event and he contributed to the "flock's" migration to his former neighbors' yards!

Alternative "flavorings and spices:" Use toilet bowls, dozens of yellow duckies, pigs or other fun or silly lawn ornaments.

Source: Buster Lackey, mentor and director, *Faith in Action* Conway, Conway, Ark., (877) 213-2093.

Couch Potato Gala

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$10,001-\$30,000

Date of Project:

Can be any time

Time Frame for Planning:

6 months

Tips for Success:

Publicize on the local cable television station.

Necessary "Chefs:"

Board members chair the event and all members sell tickets and sponsorships.

Volunteer Respite of the Alzheimer's Association in Tulsa, Okla. has been hosting this "non-event" for five years. Anyone can participate because it takes place in the donor's home.

Sponsorships are solicited just as for any gala event. Invitations are mailed advertising the event. Tickets are two for \$30. When you consider what you would spend to hire a sitter and go out to dinner for the evening, a "couch potato" gala is a bargain!

Ticket buyers receive a package of microwave popcorn, a liter of cola, two tickets and information about the movie to be shown on the public television network. When the movie is aired, PSAs about the *Faith in Action* program are inserted during the breaks.

The local TV station and the program work together to select which movie will be shown. The TV station takes care of the publicity by running PSAs before the event as well.

Volunteer Respite board members chair the event and all members sell tickets and sponsorships. The sponsorships levels are \$100, \$125 and \$500 levels for varied recognition throughout the year.

Volunteers put together mailings, stuff packets to be distributed before the event and help solicit sponsors. The up-front costs are minimal – enough to cover printing and postage for the mailing list.

Judi Ver Hoef notes that sponsorship from the local cable TV network is vital. Grocery stores provide the popcorn and soft drinks. Coalition members are solicited to be sponsors and to participate in the event also. As you can imagine, many people love these "non-events," since they don't have to dress up, clear their calendars, arrange for sitters, and so forth.

Source: Judi Ver Hoef, mentor and director, Alzheimer's Association, Tulsa, Okla., (866) 481-7747.

Friends Finding Friends

KEY INGREDIENTS

Initial Dollar Investment:

\$1,500

Amount Raised (Range):

\$10,001-30,000

Date of Project:

Spring

Time Frame for Planning:

10-12 months

Tips for Success:

Publicize with pre-event post cards, brochures for event, newspaper articles and ads, news conference on the State House steps, and post agency information in each sponsor store.

Necessary "Chefs:"

25 members from the board make up the planning committee. Volunteer artists are recruited and downtown businesses sponsor a "Friend."

The "Friends Finding Friends" event is now in its third year and Donna Odde, program director with the Friends Interfaith Caregivers Program, states, "This is not just a fund raiser, but also a friend-raiser, having created significant relationships between local businesses and artisans as well as calling attention to the fine work of our program's 298 volunteers!"

The concept is modeled after Chicago's "Cows on Parade," wherein local businesses sponsor a "friend" which is designed by an area artist/craftsman. The artist then creates the "friend" using 3 ½ - 4 foot plywood cuts. Different poses and themes are featured each year. The design for 2002 was "chairs," some of them functional, some purely sculptural in design. Each business commits to displaying the "Friend" at their store for a month and the event is promoted heavily to bring customers downtown. A press conference on the New Hampshire State House steps helped kick off the event and a scavenger hunt is held toward the end

of the display period. Children and adults alike scoured the downtown matching clever clues with the appropriate "Friend," and donated prizes were awarded.

Start-up funding was secured from several sponsors, such as local banks, law firms, a public utilities company, and others. In-kind donations were also solicited from a construction company that donated the plywood for the figurines, a printing company ran the publicity materials and a local performing arts center donated the room for the function.

On the evening of the event, an auction is held to bid on the masterpieces. Tickets cost \$15 per person and include elegant hors d'oeuvres, music, a cash bar and an

opportunity to bid on the works of art—200 people attended! For the silent auction a minimum reserve of \$75 is placed on each piece. Half of the 51 pieces were auctioned through the silent auction and netted an average of \$150 each. According to Donna, the especially fun part of the evening was the live auction, emceed by the executive director of the local United Way and her husband. The “Friend” figures that were auctioned off live netted \$500 a piece, on average. One in particular entitled, “Vincent Van Volunteer” (a “Starry Night” motif created with hand-laid individual tiles) sold for \$1,375!

Source: Donna Odde, Friends Interfaith Caregivers Program, Concord, N.H., (603) 228-1193.



Special Events on Day of Worship

Volunteer Surprise Recognition

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$501-\$1,000

Date of Project:

Once or twice a month

Time Frame for Planning:

Varies according to the congregations' calendars

Tips for Success:

A care receiver should always go with the director to make the presentation. The care receiver is thus able to give a testimonial of how *Faith in Action* has helped him or her in significant ways. Always provide a container for donations!

Necessary "Chefs:"

Coalition congregations host this recognition. Board members often attend and help honor the volunteer.

Faith in Action staff go to the various houses of worship where there is an active volunteer(s) and surprise the volunteer with a plaque, flowers and candle in recognition of the volunteer's service to *Faith in Action*. Not only does this enable *Faith in Action* to honor the hardworking volunteers, but it has also provided an "informal" way to raise funds as well. In almost all cases, a special donation has been given by the place of worship where the recognition has taken place. In addition, the program has received individual donations from congregant members in attendance. This is a great way to celebrate volunteers because they are among their friends and family. If the pastor, priest, rabbi, or imam prefers that the service not be interrupted, the surprise recognition can be planned for a congregational dinner or other event.

Board members are made aware of which place of worship and which volunteer is being honored. They often

choose to attend the service and assist in the recognition. The coalition member congregations host the recognition service and take part in honoring the volunteer. Often there is coffee, punch and cookies for a brief reception after the service.

Since the celebration is a surprise for the volunteer, he or she is asked to go with the director to speak at the service so attendance is assured. However, the volunteer does not know about the surprise recognition. The pastor, priest, imam or rabbi lets the congregation know about the event in advance so there is usually a very good turnout. Keep in mind that this is also a great way to recruit new volunteers.

Source: Tara Youells, coach and director, *Faith in Action*, Cedar Rapids, Iowa, (319) 368-3385.

Dollar Donation Days

KEY INGREDIENTS

Initial Dollar Investment:

Minimal

Amount Raised (Range):

\$1,001-\$5,000

Date of Project:

Month of March

Time Frame for Planning:

2-3 months

Tips for Success:

DDD is a great way to network with congregations, with particular focus on their contribution to the program (over 1/3 of overall funds come from congregations).

Necessary "Chefs:"

The board members, coalition members, and volunteers make sure the collection containers are distributed and collect the monies on a weekly basis at the various locations. They also help with publicizing the event.

Circle of Caring is a network of Pickaway County's religious and community agencies, all with traditions of human concern for others, whose purpose is to work with the frail elderly and people living with disabilities and their families in an effort to enable those served to maintain their independence, dignity and quality of life.

During the month of March, collection canisters (beautifully covered coffee cans) are placed in locations throughout Pickaway County. Each resident is asked to drop a dollar into the canister. Special collections are taken on a designated weekend in all faith congregations in the county to launch the Dollar Donation Days (DDD).

Successful publicity has included an article with pictures in the local newspaper, the local cable station carries running announcements and the canisters themselves have the *Faith in Action* logo on them. Letters are sent to congregations announcing the event.

Source: Martha Buller, coach and coordinator and Kathy Kanitz, assistant coordinator, Circle of Caring, Circleville, Ohio, (740) 474-7844.

Other Delicious Ideas and New Recipes for You to Create

- An open house at your *Faith in Action* program office with free entertainment by local students, glee club, etc.
- Holiday carolers that will sing at someone's house for a small donation
- A house party wherein you invite folks to a board member's home to mingle, learn about your program and then "pass the hat" for donations
- Bazaars, street fairs, flea markets
- "Yard" sales, specializing in antiques or household items
- A mock "jail," wherein you lock people up (sending the real sheriff to "arrest" them), requiring them to call friends to "bail" them out with donations—start with your board members!
- Local fraternities/sororities raking leaves or other yard work for a donation to your program
- Massage therapist gives 20-minute chair massages for a donation
- Makeover parties (stylist donates his/her expertise for the evening)
- Gift wrapping for donations at a local mall during holiday time
- Raffles for unique items
- "Dine-out" for *Faith in Action*, wherein local restaurants donate 5% or more of their profits that day to your program
- A *Faith in Action* "Day/Weekend of Worship," wherein local congregations donate a portion of their offerings/funds to your program

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Submit Your Program's Recipe for a Successful Fund - Raising Event



Program: _____ Grant ID: _____

Project Director: _____ Phone: _____

City: _____ State: _____ E-mail: _____

Summary of Project (attach supplemental materials if available):

Date of project (if applicable): _____

How long have you been doing this project? _____

Time frame for planning project: _____ months

Successful publicity efforts: _____

Approximate initial dollar investment (e.g., for postage, printing, etc.): _____

Describe sponsorship and in-kind support secured for the event.

Check range of yearly fund-raising success for this project.

___ \$100-\$500 ___ \$1,001-\$5,000 ___ \$10,001-\$30,000
___ \$501-\$1000 ___ \$5,001-\$10,000 ___ \$30,001-\$50,000 ___ \$50,000+

What role does each of the following play in the success of the project?

Board or Advisory Committee: _____

Coalition Members: _____

Volunteers: _____

Other Key Players: _____

Do you have any “key ingredients” to the success of your special event or advice for other programs wanting to implement a similar fund-raising effort?

Alternative/additional flavorings and spices: _____

Please submit your program’s recipe to:
Faith in Action National Office/ Medical Center Blvd./Winston-Salem, NC 27157-1204
Fax: (336) 716-3346 E-mail: fia@wfubmc.edu

Are you challenged by the need to raise money for your *Faith in Action* program? Do you have questions about how to organize a special-event fund raiser?

Now, your special-event planning is made easy with these proven recipes from *Faith in Action* programs across the country ready for your "consumption." Featuring 45 step-by-step fund-raising recipes, this resource offers guidelines for:

- the criteria for choosing a special event
- the cost of fund-raising events
- the eight steps for "cooking up" a delicious special event.

With this easy-to-follow cookbook as your guide, you'll discover a "smorgasbord" of tips and strategies to help raise community awareness and generate revenue for your *Faith in Action* program.

***Faith in Action* National Office
Wake Forest University School of Medicine
Medical Center Boulevard
Winston-Salem, NC 27157-1204
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www.fiavolunteers.org**

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