

“Reap What You Sew”

Zonta District 11 Fundraising Best Practices Workshops

Objective: Help clubs execute successful fundraising programs through a “best practices” workshop that create programs that:

- support the Zonta Mission
- optimize member time and energy to execute programs efficiently
- leverage new ideas and lessons learned to create more effective programs
- provide specific guidelines and tools to speed and ease fundraising
- build a framework for continuous improvement to ensure ongoing club growth at both the local and global level

Activity/Time Frame	Objectives	Directions for Workshop Participants	Facilitator Comments and Directions	Tools
<p>Round Robin Introductions</p> <p>10-15 minutes</p>	<ol style="list-style-type: none"> 1. Engage the group 2. Create a shared sense of purpose 3. Bring focus to Zonta mission 	<p>My name is ____ I am a ____ and I've been a member for ____.</p> <p>Now please introduce yourself what your do and how long have you been a member?</p> <p>What single word or phrase describes Zonta for you?</p>	<p>Record answers "one word" on white board Repetition is good. Discuss similar responses.</p> <p>Talk about the words that match the mission statement.</p>	<p>Handout of Mission Statement</p>
<p>Individual Activity and Discussion</p> <p>"Understanding the Motivation to Give"</p> <p>20-25 minutes</p>	<ol style="list-style-type: none"> 1. Refresh participant perspectives 2. Identify the motivation to "give" 3. Apply personal motivations to design more effective programs 	<p>Take 5 minutes (which will seem like a long time!) to revisit the last time you either gave spontaneously or provide an example of "planned giving" identified in your trust or family will .</p> <p>Answer the question: I gave because_____.</p>	<p>Record key words on white board. Did you give because:</p> <ol style="list-style-type: none"> 1. You were aware of the organization's reputation e.g. Girl Scouts Cookies? 2. It was easy and the amount seemed reasonable e.g. pocket change for Salvation Army? 3. Personal reasons e.g. lost a loved one to a specific disease or cause e.g. breast cancer, MADD 	

Activity/Time Frame	Objectives	Directions for Workshop Participants	Suggested Facilitator Comments	Tools
<p>Team Activity “Share Your Success”</p> <p>20-25 minutes</p>	<p>Share Do’s and Don’ts club has learned during fundraising efforts</p> <p>Do</p> <ol style="list-style-type: none"> 1) breakdown assignments 2) set specific expectations 3) use a form to filter all ideas (see Bonita Springs sample form) <p>Don’t</p> <ol style="list-style-type: none"> 1) overlap other community events 2) reinvent the wheel—partner with other organizations 	<p>Split into teams.</p> <ul style="list-style-type: none"> • You have 15 minutes to: <ul style="list-style-type: none"> ○ Choose a spokesperson. ○ Prepare and present (2) Dos and (2) Don’ts ○ We’ll take 10 minutes as a group to review your suggestions 	<p>Your suggestions will be added to a list of fundraising “best practices”</p>	<p>Work Sheet of “Do and Don’t”</p> <p>Can become part of the Fund Raising Manual</p>
<p>Group Discussion “What’s Really Working”</p> <p>20-25 minutes</p>	<p>Look at results from the District Top Five events and Top Five Criteria</p> <ol style="list-style-type: none"> 1. On Mission 2. Ease to Execute 3. Positive ROI 4. Created Awareness 5. Was fulfilling for community/guests 	<p>Rank each event. Discuss how they look on paper. How do they rate in terms of criteria?</p>	<p>Not every fundraiser makes sense for every club.</p> <p>Let me give you the insider story on each event we’ve covered.</p> <p>Share “lessons learned” from each club</p>	<p>Bonita Springs Club FundRaising Form</p>
<p>Wrap Up/Debrief</p> <p>5 minutes</p>	<p>Round Robin</p>	<p>List one thing you will take away and apply to your club.</p>	<p>Was this helpful?</p>	<p>Record +/-</p>