



Event Ideas: Successful Soroptimist Fundraisers

This fundraising guide is designed to help Soroptimist clubs maximize their fundraising efforts by creating events that leave lasting impressions. The guide contains several examples of successful fundraisers selected from Soroptimist Celebrating Success entires. Clubs can use the guide to develop a new fundraiser or to inject creativity and inspiration into an annual event that has gone stale. These ideas can be replicated entirely, or clubs can select different aspects that will function well in their communities.

Everything clubs need to boost their fundraising efforts is contained in this guide. The ideas are presented with brief descriptions and evaluated on overall outcome on a scale of one to five. Important details, including number of volunteers, participants, preparation time, expenses and income, show clubs the resources needed to plan similar events. Also reported are business support from within the community and any public relations activity. Club contact information is also provided should questions arise. Clubs with outstanding fundraisers are encouraged to contact Soroptimist headquarters to be included in this manual. Please contact Lisa Calixto, Development Assistant (lisac@soroptimist.org) for more details.

In the following pages you can find fundraising ideas from these fundraisers below:

Bras for a Cause
"Chair-A-Tea"
Concert for a Cause
Lobster Fest & Dance
Margarita Mixoff
Red Hat Fundraising Luncheon
The Biggest Pajama Party in Bucks County
The One Dollar Challenge
Used Book Sale
Winter Golf

Bras for a Cause

Description of Fundraiser: This fundraiser promoted Soroptimist while raising awareness of breast cancer. Some of the proceeds went to a specific breast cancer foundation. The idea of bras for a cause is to get individuals, corporations, companies and organizations to submit decorated bras for an event to raise money for a Soroptimist club.

There was a \$100 "participation fee" required for each bra. The night of the event 82 bras were displayed. Several of the Soroptimist clubs in the area submitted a bra along with the \$100 participation fee. Each bra had a sign indicating who decorated and each decorator was recognized. The bras had a silent auction bid sheet attached to it. Each attendee was given a ballot to vote for his or her favorite bra in several categories. After the event several bras were donated to local breast cancer center to be on display. Also included was a silent auction with other donated items. Included was live entertainment with a band and appetizers.

| Scale | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | | | | X |
| Return on investment | | | | | X |
| Investment of volunteer time | | | | | X |
| Community exposure | | | | | X |

Number of volunteers needed: entire club

How many people participated or attended: 100

How many months preparation time: 6 months

| | |
|--------------------|-----------------|
| Revenue | |
| Less club expenses | |
| NET INCOME | \$27,000 |

Public Relations: Bras for a Cause was announced at a city council meeting in October. An article with a photo of a decorated bra graced the pages of the club's local newspaper.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? The majority of the bras made were contributions from individuals and businesses.

Soroptimist International of Glendale, CA, USA

For more information contact:

Kathy Lefkovits

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“Chair-A-Tea”

Description of Fundraiser: The Chair-A-Tea is a spectacular two day fundraising event. It's held annually on the Friday and Saturday of Mother's Day weekend. Friday evening's event is an artistic chair auction. Twenty plus beautiful and creative chairs are designed and donated by local artist to be auctioned off that evening. The evening begins with appetizers and wine tasting as well as a silent auction. The guests are treated to a sneak preview of the next day's events. The evening concludes with a chair auction which includes all donated chairs.

Saturday afternoon's event is a Vintage tea. Soroptimist and community members design and decorate 25 tables with 8 guests at each table. These tables have spectacular centerpieces and beautiful china. Each table becomes a work of art. Community members purchase tickets to attend the tea. A high tea inspired luncheon is served and entertainment was provided. Then there was a fashion show featuring women and girls fashions by a local department store. All guests walked home with a gift certificate courtesy of the department store. This event involves every member of the club to work together and attend both events.

| Scale | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | | | X | |
| Return on investment | | | | X | |
| Investment of volunteer time | | | | X | |
| Community exposure | | | | X | |

Number of volunteers needed: entire club

How many people participated or attended: 100 guest

How many months preparation time:

| | |
|--------------------|------------------|
| Revenue | \$ 22,258 |
| Less club expenses | \$ 8,657 |
| NET INCOME | \$ 13,601 |

Public Relations:

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? local department store, artist donations

Dollar Value? 100 gift certificates at 10 dollars each.

Soroptimist International of Moses Lake, WA, USA

For more information contact:

Debbie Doran-Martinez

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Concert for a Cause

Description of Fundraiser: A new club needed a highly successful fundraiser to help them establish an image worthy of the Soroptimist name in its local community. The members, who had only recently formed decided to stage a concert in order to raise funds and meet their goals of service to their community.

Though the members understood their idea for a concert posed great financial risk, they realized the opportunity to raise funds quickly. They found a venue, and hired a popular local band. In order to avoid paying fees the club didn't possess for the concert venue and the band, members negotiated for the club to stagger these payments as funds became available. The club also secured ballroom dancers who donated their performance. To keep expenses down, members did as much prep work as they could, only paying for services that were not within their capabilities.

| | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| Scale | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | X | | | |
| Return on investment | | | | | X |
| Investment of volunteer time | | | | | X |
| Community exposure | | | | X | |

Number of volunteers needed: 18 club members

How many people participated or attended: 789

How many months preparation: 5 months

| | |
|--------------------|--------------------|
| Revenue | \$ 10,296.00 |
| Less club expenses | (\$3,212.00) |
| NET INCOME | \$ 7,084.00 |

Public Relations: The concert enjoyed exposure on radio and television media. New club members bonded, and all attendees were exposed to Soroptimist literature.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? 13

Dollar value? \$100-\$300 each

Soroptimist International of Eastwood City, Philippines

For more information contact:

Rosalinda R. Grande

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Lobster Fest & Dance

Description of Fundraiser: The Lobster Fest is a fun-filled event, held at an upscale venue which includes a lobster dinner, dance, door prizes, silent auction and numerous bucket draws. This event raises awareness and money for the Women's Opportunity Award, Violet Richardson Award and particular club awards. Auction items are donated and each donor is recognized with a plaque and during the dinner. Soroptimist and recipient information is placed at every place setting.

| Scale | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | | | | X |
| Return on investment | | | | | X |
| Investment of volunteer time | | | | | X |
| Community exposure | | | | | X |

Number of volunteers needed: 50

How many people participated or attended: 250 guest

How many months preparation time: 11 months

| | |
|--------------------|-----------------|
| Revenue | |
| Less club expenses | |
| NET INCOME | \$30,000 |

Public Relations: Each Soroptimist sends an invitation and informational pamphlet to every potential guest. Both Soroptimist and recipient organization promote the event, publicizing both organizations. Publicity is channeled through all media public service announcements (print, radio, television), poster distribution and word of mouth. When the event is over, a committee of Soroptimist writes thank you letters by hand to those who have participated.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? Dollar Value?

Soroptimist International of Calgary, AB, Canada

For more information contact:

Linda Gutor

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Margarita Mixoff

Description of Fundraiser: Ten restaurants from the area participate by preparing their favorite versions of Margaritas and serving appetizers. Some restaurants offered a couple unique margarita drinks. More than 200 people were in attendance to sample and vote for their favorite margarita. Awards were made in different categories of Margaritas. And plaques were handed out to the winning restaurants.

A Mariachi band provided entertainment as the attendees visited different booths. A Silent Auction and opportunity drawing were in progress during the evening. A local park with a lake was the venue for the event. This event created an awareness of Soroptimist and their fundraising efforts, which contribute to projects in local area. Many attendees were returning guest and others are looking forward to the next year's event.

| Scale | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | | | X | |
| Return on investment | | | | X | |
| Investment of volunteer time | | | X | | |
| Community exposure | | | | X | |

Number of volunteers needed:

How many people participated or attended: 200 guests

How many months preparation time:

| | |
|--------------------|---------------|
| Revenue | \$6000 |
| Less club expenses | \$2000 |
| NET INCOME | \$4000 |

Public Relations: All 10 restaurants were involved in promoting this event. There was an article in the local newspaper showcasing Soroptimist.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? local bars

Dollar Value? Drinks, auction items

Soroptimist International of Conejo, CA, USA

For more information contact:

Jacque Turner

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Red Hat Fundraising Luncheon

Description of Fundraisers: This club elected to do a fashion show and silent auction to raise funds for their 2005-2006 Women's Opportunity Award and the Violent Richardson Award. Due to the number of Red Hat Clubs in the area, this club decided to target these women as attendees.

Invitations and tickets were designed with this audience in mind and were sent to the websites and club "queen mothers". The fashion show was specific to red hats and purple dresses and accompanying accessories. A portion of the sales generated from this vendor was donated to our club. The Silent auction consisted of various art pieces, gift baskets and hand made items as well as gift certificates for services. Soroptimist materials were placed at each table to utilize this opportunity for recruiting new members. The president gave a welcome and introduction highlighting the history of Soroptimist and its focus in the community to improve lives of women and girls. Feedback from the attendees was very positive and we were asked to do this event again.

| Scale | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | | | X | |
| Return on investment | | | | X | |
| Investment of volunteer time | | | | X | |
| Community exposure | | | | X | |

Number of volunteers needed: entire club

How many people participated: 200

How many months preparation: 7 months

Revenue
Less club Expenses
NET INCOME \$5,500

Public Relations: Invitations were designed to target Red Hat members and were sent to websites. The fashion show and auction bonded Soroptimist with Red Hatters by while increasing awareness of Soroptimist service project.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many?

Dollar value? Art pieces, gift baskets

Soroptimist International of Albuquerque, NM, USA

For More Information contact:

Joan Punt

newmexjp@comcast.net

The Biggest Pajama Party in Bucks County

Description of Fundraiser: This innovative and fun event invited women to dress in their favorite pajamas and spend an evening (7 p.m. - 11 p.m.) enjoying great food, serious pampering and upbeat entertainment. Guests were indulged in hand and chair massages, healing stone treatments, Reiki, astrology, tea leaf readings, belly dancing lessons and other fun activities. A caricaturist and comedienne headlined provided entertainment.

Admission tickets, 50/50 raffle tickets, donations of goods and services helped make this fundraiser a success. Community partners were invited to donate items and receive exposure for their support.

| | Low | | | | High |
|------------------------------|------------|----------|----------|----------|-------------|
| Scale | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | | | | X |
| Return on investment | | | | X | |
| Investment of volunteer time | | | | X | |
| Community exposure | | | X | | |

Number of volunteers needed: 30

How many people participated or attended: 300

How many months preparation: 1 year

Revenue \$ 17,842.00

Less club expenses (\$8,695.99)

NET INCOME \$ 9146.01

Public Relations: The party received media coverage prior to the event in a community newspaper and ad space was purchased. Articles also appeared in local papers after the event. The event resulted in 3 new memberships.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? 12

Dollar value? \$2,200, donated service

Soroptimist International of Indian Rock, PA, USA

For more information contact:

Eileen Conner

eileen.conner@internationalsos.com

The One Dollar Challenge

Description of Fundraiser: Club officers were each given one dollar during their installation ceremony and challenged to make that dollar grow into \$100. Each officer drew a topic out of a hat and accepted her unique challenge.

One officer turned her \$1 into \$1,100 by selling used books on the Internet. She donated the first \$100 to the club, and then used the remaining \$1,000 to provide a scholarship to a local woman. Another member raised \$7,500 by holding a golf tournament. The success of this event was based on the help offered by each club member. They procured golfers, advertisers, door prizes and auction items. On the day of the event, club members registered golfers, conducted the tournament events, sold raffle tickets and performed various other duties. The proceeds from this tournament funded the club's service budget for one year.

| | Low | | | | | High |
|------------------------------|-----|---|---|---|---|------|
| Scale | 1 | 2 | 3 | 4 | 5 | |
| Investment of club money | X | | | | | |
| Return on investment | | | | | | X |
| Investment of volunteer time | | | | X | | |
| Community exposure | | | | X | | |

Number of volunteers needed: all club members

How many people participated or attended: 100

How many months preparation: 1 year

| | |
|--------------------|--------------------|
| Revenue | \$ 8,600.00 |
| Less club expenses | (\$6.00) |
| NET INCOME | \$ 8,594.00 |

Public Relations:

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? 5-10

Dollar value? \$1,000 - \$2,500

Soroptimist International of Tacoma, WA, USA

For more information contact:

Sharon Kaufmann

sharonkaufmann@corploqoware.com

Used Book Sale

Description of Fundraiser: Members of SI visited with members of the American Association of University Women. The end result was to join established efforts and collaborate on an annual booksale to promote both organizations.

Cost and service hours are minimal and the profit is notable. Books are donated by members of the community and stored during the year in a rented storage unit. The booksale is "housed" at the local mall at no cost. Both groups work together to clean, sort and price books, pre-sale. Set up occurs after mall hours on evenings prior to the date. The sale is open during mall hours, in a busy section of the mall offering potential for sale and networking with the public. Knock down occurs after mall hours.

| Scale | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | | | | X | |
| Return on investment | | | | X | |
| Investment of volunteer time | | | | X | |
| Community exposure | | | | | X |

Number of volunteers needed: 90 volunteers

How many people participated or attended:

How many months preparation time: 12 months

| | |
|--------------------|--------------------|
| Revenue | \$16,161.35 |
| Less Club expenses | \$ 2,463.78 |
| NET INCOME: | \$13,697.57 |

Public Relations: Ads appear in local newspapers, flyers are distributed throughout the community, bookmarks serve as receipts for sale patrons, large posters are placed at each mall entrance, announcements and thank you notes appear in local newspapers and brochures are displayed in alongside cashiers.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? local mall, community members

Dollar Value? Space to hold the sale, books to sell

Soroptimist International of Fort Collins, CO, USA

For more information contact:

Del Miller

2mills2@digis.net

Winter Golf

Description of Fundraiser: The Winter Golf Tournament is an annual project that takes place on the first Saturday of February. While many charities host fundraising golf tournaments during the summer season, SI/Hamilton's Winter Golf Tournament offers a unique and exciting escape from the slow-paced winter months.

The premise of the fundraiser is to recruit team of 4-5 people to play an 18-hole game of miniature golf. Each hole is designed and operated by the business that houses it, and holes are found at various locations within the community. Teams pay a flat entrance fee of \$50. A Soroptimist judge is stationed at each hole, and can accept cash bribes to lower a team's actual score for that hole. The entrance fees and bribes serve as the funds raised in this event, and the club posts signs at each hole to indicate that all proceeds will go to women-focused charities.

The success of this project is based on the variety of teams that participate and the enthusiasm they generate. Any bribes collected by Soroptimist judges are given freely and in the spirit of fundraising. No participants are made to feel like they must provide a bribe.

| Scale | Low | | | | High |
|------------------------------|-----|---|---|---|------|
| | 1 | 2 | 3 | 4 | 5 |
| Investment of club money | X | | | | |
| Return on investment | | | | X | |
| Investment of volunteer time | | | | X | |
| Community exposure | | | | | X |

Number of volunteers needed: Approximately 20

How many people participated or attended: 128-160

How many months preparation: 2.5-3 months

| | |
|--------------------|--------------------|
| Revenue | \$ 3,334.00 |
| Less club expenses | (\$150.00) |
| NET INCOME | \$ 3,184.00 |

Public Relations: This project has generated the greatest community visibility for the Hamilton club. Several new memberships were a direct result of this event. The tournament is a much-anticipated winter event in the local community.

Did you have any corporate, business, or individual contributions of money, products or services specifically to support this fundraiser?

If so: How many? Business donated the space and time for creating the 18-hole miniature golf course. Many also contributed food and beverages for players.

Dollar value? \$250/hole

Soroptimist International of Hamilton, MT, USA

For more information contact:

Kathleen Graler, Club President

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