

# Fundraise \$50,000

Our proven method to make the money your organization needs to survive!

By Jayson Krause

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## Foreword

Coming out of high school, I never would have imagined that my life would have unfolded the way it has. I had never even entertained the thought of being a bobsleigh athlete and traveling the world competing for my country. Football was my sport, and everything about my life was football.

It was only while playing junior football and suffering from several injuries that I decided to change my training regimen and found bobsleigh had a great program to make me stronger and faster. It's amazing how one can change the course of his life by stepping into the river and have the current whisk you away into a life path you never imagined. My intentions of using bobsleigh as a vehicle to make me a better athlete for football ended up leading me on a long rewarding journey in the life of winter high performance sport.

I traded my cleats and jersey, for spikes and a speed suit. The familiar battlegrounds of the gridiron were replaced by the breakneck speeds and navigation of icy tracks in some of the world's most beautiful places.

\*

I soon found out that competing against the best in the world took an amazing commitment, far more than I'd ever experienced. Aside from the physical and mental preparation, I found an enormous amount of energy had to be focused on financing my dream. I studied and attempted previous fundraising techniques, but found them to be **an exercise in futility**.

Only after years of trial and error, success and failure had I established an extremely effective model for generating the money required to live my dream. The model was so successful, and can be easily applied by any person or organization. I felt compelled to write this book to dispel the archaic principles of fundraising and sponsorship, and to replace old ways by supplying a modern model suitable for this day and age where time is perhaps the most precious commodity of all.

I firmly believe this book can help you remove funding as the primary obstacle in preventing you from realizing your dream or your organizations ability to reach a new level.

I would like to thank my many supporters, for without them this journey wouldn't have unfolded the way it has, or may not have happened at all. Most of all, I would like to thank my family for their unconditional love and support on a journey which has had many peaks and valleys.

I hope you enjoy the book and find it valuable for your needs. I trust it will help as you walk down the bank of the river and take your first steps into the cold waters of the unknown and into the mysterious current of the future.

Sincerely,

**Jayson Krause**

## Introduction

Picture your organization, group, or even yourself vying for a goal. It's a goal that takes a great amount of time, effort, and of course, money. You probably know exactly what that goal is and how you are going to go about reaching it.

**Now, I want you to picture reaching that goal with no money at all.**

It's a lot like cutting one of the legs off a table - or like taking the gasoline from the engine of a car. Neither work well without the other. That's exactly what happens when you try to reach an endeavor without money.

If you are reading this book, you are probably running your car without any gas. Or at least you might be running really close to empty. That's where thousands of organizations, groups, and individuals reaching for goals like you are at this exact moment.

The number of groups that struggle from day to day with finances numbers in the thousands. They try their best to do whatever fundraising they can, however they have never really had any success. They may have made a few hundred dollars here or there – and maybe had the generosity of a local philanthropist dropping off a major cheque to help their organization, but they have never had major success fundraising on their own.

**I'm going to change that by the end of this book!**

That's right.

**Here's a little bit about me, and how I come to write this book...**

I was a high-performance athlete competing for the Canadian National Bobsled team. I know – not very high profile. But, that is exactly the reason I needed to fundraise.

I spent 8 years in the national program in a winter sport nation, vying for my shot at Olympic glory. Thousands of hours of training and thousands of dollars in equipment costs and regular living expenses – on a paltry sum of money from the federal government, forced me to make some tough decisions in my life.

I couldn't work a full time job, and then try to train as a full time athlete. I often went without good nutrition and suffered massive amounts of debt in the quest to reach the Olympic podium. I even went to the local food bank for a hamper of food just so I could eat a good meal.

Some might say this is more the problem of the sports funding than anything else. But, it's tough to change government policy when you are a bobsled pilot trying to make his way to the top.

Equipment costs were enormous; a sled alone can run as much as \$75,000 and the blades for the sled cost between \$8 and \$10,000. Of course, I competed with the equipment I could afford, which wasn't always the best. I incurred a large amount of debt in order to get the equipment I needed and also live day to day.

I found myself dreading each day of debt that kept mounting, with no real path or plan for repaying the debt. If you have been in any debt situation you probably understand the feeling and how it affects the rest of your life. It becomes quite a distraction. I knew something needed to change.

I needed to find a way that I would be able to meet the fundraising goals I had set and still be able to find the time to train and fulfill my travel and competition schedule. It wasn't easy at first. There was a huge learning curve along the way but it led me to the point where I can share this plan with you.

I knew my situation had to change in order to have a chance to reach my fundraising goals. In retrospect, the change was a difficult one to identify at first, but then it made so much sense when I finally realized it.

### **So I made the change!**

I devised a fundraising plan I was sure was going to help me reach my goals. I needed to:

- Have a successful event
- Meet potential sponsors face to face
- Convey my passion for the future
- Secure the funding

It really is as simple as I have stated it. I could just leave it right there and you could probably put together a successful fundraising plan just with that. But, I am sure you have questions. That's why I have put this book together. That's what makes me qualified to write this book for you – **I have been through all of the fundraising problems that you have!**

Until I came up with this plan!

I have come up with 5 major areas that you need to focus on to meet your fundraising goals. Obviously each one of these areas is going to be open to interpretation, and you are going to have to make this plan work with your current organization.

The 5 major parts of this book will be:

- The structure of your fundraising organization
- Putting the pieces of your organization together
- Building successful sponsorship
- Running a successful event (and how NOT to run an event)
- Fundraising resources and information

I am going to take you on a fundraising journey that is a lot different than your garden variety “Dummies Guide to Fundraising”. This isn’t an academic version with a bunch of people drawing upon other books and ideas to come up with a watered down version of fundraising.

No, my plan is simple. I provide a wealth of personal experiences with you to help you understand the concepts involved, and I show you how and why this plan works. It leaves very little to question – the answers are provided for you. You will not finish this book still wondering... “Well, I know which events are good, but how do I run a successful event?”

### **That’s where this book delivers!**

I raised nearly \$250,000 in 6 years by developing this program. That’s no joke! I can provide you with all of the information to back it up! I made the money by running a successful event annually, and then using that event to make contact with the important people – the people who were writing checks!

**Note:** This book is not designed to do the work for you. I have the plan – you need to execute. I am not going to fool you into thinking that you are going to make a fortune overnight. No, I am not just trying to sell you something so I can make money... I am trying to show you a plan **that works**.

It’s hard work.

You rely on the work of others.

You can **fundraise \$50,000** in no time!

In the following pages, you will find 1/3 of the work done for you. That’s the HOW to fundraise part. Now you just need to carefully determine how your organization can utilize this book – and make this plan work for you!

## **Disclaimer**

The information provided in this book is meant to be a guide only. It is not meant to be a replacement for the professional advice of an accountant, lawyer or other professional designation.

The information provided in this book is based on personal experiences of the author, Jayson Krause, and does not necessarily reflect the results of every organization. The results of each organization will vary with the application of the information in this book.

Neither the writer, author, nor publisher will assume any responsibility for financial loss, personal loss, hardship or injury as a result of the application of the information in this book. It is provided as a source of information and should be applied as an anecdotal account of 'how to fundraise successfully'.

It should be understood that laws governing fundraising, corporations, sole proprietorships, not-for-profit, charities and other entities discussed in this books may differ between states, provinces, and countries. Please consult a legal or accounting professional for laws that govern your area.

Part One:  
Structuring Your Organization

## Why Organization Structure is Important

Once I decided it was time to seek alternatives to my financial situation, I realized that I would need some sort of structure that best suited the direction my fundraising needed to go. There are a lot of different options out there, some with more positives than negatives – and others that just don't make much sense at all.

**Surprisingly, the structure that makes the most sense is not the one you think!**

In this chapter we are going to take a look at the different organization structures that you can follow, and identify the positives and negatives of each. We'll take a look at:

- Sole Proprietorship
- Incorporation
- Non-Profit
- Other structures

### Making a 'business' decision

Many organizations believe they are best suited to run as a non-profit organization. Quite a few athletes, considering their financial situation, also travel the route of being a non-profit organization. What most of them don't realize is that in most cases the benefits of being a company outweigh those of a non-profit organization.

When you operate as a non-profit business, and someone donates money to your cause, you can only issue a tax receipt for a **portion of their donation**. It's very similar to the way a tax receipt is issued for a political donation or any other personal donation to a local charity or other non-profit group.

That's right! Think of the last time you made a donation to your local charity and received a tax receipt for your records. You received a receipt for the amount you donated – but then when tax time came around **you only received a small percentage of that to apply as a tax credit!**

There is a much better way for organizations to structure themselves in order to make it most attractive to the potential sponsors and donors down the road. You might even think that it is a little more work – but in reality, the amount of 'extra' work there might be is more than made up for in your attractiveness as an investment for many companies.

We'll take a look at each of the major areas, and describe the pros and cons of starting up your organization in each way.

## **Sole Proprietorship**

I found the best way to give my sponsors top value was to become a company myself. If I ran myself as a company, I could take advantage of all of the same write-off and benefits I could as a non-profit company, but without the non-profit name.

As a business, I became just another expense for those corporations who decided my dream was a good investment. They were able to write-off the money they had given to me as a business expense, rather than a donation. This way, they received the tax benefit of 'buying' my service rather than just making a donation to my cause and getting the lesser write-off for their business expense.

It really is that simple. Sure, as a non-profit organization they take it easier on you with taxes and write-offs, and a 'non-profit' can be a donation darling, but I don't think it makes the most sense for fundraising.

Here's what I did to become a business, and how it worked different from being just a non-profit organization.

- I made the decision to be a business just by going to my local public registry and choosing my name and signing some papers. I remember it well, I went in to the registry, paid the fee and the gentleman who was working at the counter said to me, "Congratulations Mr. Krause, you are now the proud owner of a business." I was set.
- My plan was to market myself as a promotional tool for businesses. I didn't have a particularly high profile in a national sense like some other athletes enjoyed; however I did have a large group of friends and contacts that I knew could help me find the support I needed.
- Once I became an asset to these companies, they realized the marketing potential I was able to give them for whatever reason. I have driven sponsor vehicles, I have sponsor equipment, and I wear sponsor clothes. Any way I could help promote the people who supported me, was the goal I had set for my business.

So, it really is as simple as that. You become a business and offer a promotional service for the companies who support you.

### **How do I do promotions for them?**

As an organization there are a variety of ways that an individual or corporation can support you.

There are events that you can go to, places to wear or show their insignia or company symbol, or ways they can utilize you in their marketing. For some companies, the exposure of supporting different groups and causes is beneficial in their marketing. You need to capitalize on those opportunities.

Here are some of the ways I helped my sponsors to make sure I was giving them the business side of the promotions:

- Decals on my helmet, bobsled.
- A crest on certain areas that are exposed to television or other media coverage – collar, lapel, chest, sleeve, shoulder, etc.
- Guest speaking at public functions.
- Appearances at events the sponsor was a part of.
- Driving vehicles, wearing company attire
- Even working at a company on a pro-bono basis.
- Advertising on my website

Any way you can think of promoting their business, you can do it. You are the 'promotion vehicle' that they can use, with their donation, to get their company message across. It truly is that simple. I know I sound like one of those cheesy infomercial guys, but it worked so well for me.

### **Sole Proprietorship Pros / Cons**

Register your trade name at an authorized registry – in Canada, you can do this at the provincial registry office. In the U.S., you need to register your trade name with the local registry, which is logged in a national registry for cross referencing purposes.

#### **Advantages**

- **Low start up cost & easy start up** – You don't have to get a lawyer and start your articles of incorporation or anything legal like that. The most legal thing that you are going to have to do is register your trade name.
- **Greatest freedom from regulation** – A sole proprietor isn't guided by the same reporting principles that a corporation is, nor does it have the restrictions that a non-profit organization has. You are free to just go about your business as long as you are accountable for paying your taxes.
- **Owner in direct control of decision making** – You are the captain of your own ship. If you are by yourself, you don't have to worry about the direction you take the organization because there is no one to answer to.

- **Minimal working capital required** – You can just start up a business by starting to do the work or conduct your affairs as you normally would. You don't have to worry about peripheral costs in order to keep your business running and setting aside a portion of earnings for corporate taxes, etc.
- **Tax advantages to owner** – Once the expenses of running a sole proprietorship are taken from the overall revenue, you have a profit or loss. That profit or loss is applied to the sole proprietor's personal tax return. You do not have to pay corporate taxes on your income before anyone else gets paid out.
- **All profits to owner**- After all is said and done, the sole proprietor takes home all of the goodies.

### Disadvantages

- **Unlimited liability** – If for some reason you are sued as a sole proprietor, the opposition can include your personal assets as a means of determining damages. There is no limit to what the suing party can go after if the suit is against your sole proprietorship.
- **Lack of continuity in business organization in absence of owner** – Without a guiding force, the structure of an organization may suffer without corporate governance. If there is an owner and a board of directors, their edict usually sets the direction of the organization. All processes are then standardized to meet that direction. This doesn't always happen in a sole proprietorship.
- **Difficulty in raising capital** – This is not to be confused with the ability to raise funds for the operation of the business. Instead, this is money that a corporation would have access to with regards to an ownership stake, or share. With a sole proprietorship there is no ownership stake up for sale so it can be hard to raise capital for continued growth.

This is the way I would recommend most groups to start with. You can always move up and incorporate at a later date if your revenue is higher than expected.

### Cost

In most cases there will be a charge for a name search, and then the fee for the actual registration of the name for the sole proprietorship. As an example, when I set my business up in Alberta, Canada, it cost me \$50 for the registration of the trade name, and then \$8.50 for the search of the name to make sure there was no infringement on other names.

The cost of this service varies between provinces and states, but it usually nominal – between \$50 and \$100.

### **Why this system works!**

Now that you are a sole proprietor companies expense what they give you. If I was a charitable (non-profit) organization and a company writes me a \$10,000 check, they only get about a \$3000 benefit when all is said and done. That doesn't make very much sense for potential sponsors.

However, when they write a check to my company – Jayson Krause Promotions, that money is a 100% promotional write off for them. So would I like to provide my sponsors with a 70% financial loss, or a 100% financial write off, while I promote them while pursuing the mandate of my organization?

Another aspect of running yourself as a sole proprietorship (or even an incorporated company) is the ability to write off expenses that you incur as a part of fundraising. For example, if you generate \$50,000 in revenue, and it costs you \$40,000 to run your 'company', then you only have to declare \$10,000 in additional income on your taxes. That's how it worked for me.

**Note: This situation obviously works best when you are a one or two person operation (two people is a partnership)**

I think it sells itself once you are able to build the relationships with the potential supporters. If you can provide a service for what you are doing, and provide your supporters with a way they can write-off the entire amount for their business – instead of just a portion – then you are going to have a much easier time raising money for your cause.

### **Incorporation**

This is a similar route to going as a sole-proprietorship. Incorporating might be better suited to an organization that has a larger number of members. It is an avenue where you are essentially setting up a business. Most of us understand that a corporation is a business – just as a sole proprietorship is, except that there are a few differences in the way the two are run.

A corporation has a governance structure. What does that mean? It means that there is a group of people that are appointed (or elected by shareholders) to set the direction of the company. You need this in order to be able to incorporate. You must have directors and shareholders for the company even if there are only a handful of shareholders.

No matter what country you are in you will need to consult a tax lawyer, or accountant to help you make sure you are taking advantage of all of the tax you

can find as a business. Corporations have a stringent set of reporting guidelines that need to be adhered to, otherwise penalties can be incurred against the company.

A well documented set of books must be recorded for your business which will most often be taken care of by an accountant. All transactions will need to be detailed. With all of this said, you have to keep your books like a business as well. If you buy equipment and call it a capital purchase, you need to take into account depreciation, etc – all the stuff an accountant takes care of.

The set up, bookwork, and execution of a corporation take a little more work. It is likely a little more complex to run a corporation, but in the end, there are greater benefits to your bottom line. As a non-profit organization, that's exactly what you are – non-profit. The revenue you generate is the money that you have fundraised.

**That's how this model works!** I believe that the best way to fundraise for many organizations is by turning themselves into a business! It doesn't run any different than a non-profit organization in regards to the day-to-day business. The only difference is the business structure under which it is set up.

Some athletes and organizations can make it as a non-profit company and it works well for them. These athletes are few and far between. More and more of the top amateur athletes are going to a business model similar to this one.

For any further details on setting up a small business, there is a wealth of resources on the Internet that can help you get started.. Plus, it is likely that you have met someone in your travels who knows a thing or two about accounting.

You should make sure that you have access to the following professionals if you are thinking of incorporating:

- Lawyer
- Accountant

These people are going to be able to help you with much of the structure set up, making sure annual taxes are filed, and helping you take the best advantage of the revenue you are making.

### **Pros and Cons of Incorporation**

**Should really only be considered if you have a large organization or are raising substantial amounts of money**

#### **Pros**

- Separate legal entity (has the same rights to buy, sell, sue or be sued, as if a natural person)
- Limited liability (corporation goes bankrupt, shareholders are not liable)
- Director may be liable
- Lower corporate tax rates (your company has revenue of \$200,000, you only pay half the tax an individual would pay in that tax bracket)
- Raising capital is easier for corporations

## Cons

- Losses from the business can not be written off against other personal income
- Higher start up costs (legal fees, accounting services)
- Increased paper burden (annual return)
- Require Directors, Officers, Shareholders
- Closely regulated

I would only recommend incorporating if the individual or organization expects to generate a substantial amount of revenue.

The greatest benefit, for example, would be if Joe from Joe's Trucking Inc. had about \$80,000 in revenue he was going to pay out to himself. He could pay the corporate tax rate on \$40,000 (about 15%), then pay himself the \$40,000 in a dividend which is approximately the maximum allowable amount that he would not have to pay personal tax on. Then receive the remaining 40k and pay personal tax on that only.

This is just one of the many different applicable tax situations that can occur when you have a corporation, and is the main reason why it is important to have a qualified tax accountant on your side. They can help you maximize the overall revenue your organization gets to keep, all while minimizing the amount of tax you have to pay.

## Not-for-Profit

Not-for-profit seems to be the catch-all for many organizations. They may even set up as a charitable organization, a society, or an association, all with the intention of being a **non-profit-organization**. Believe it or not, it takes quite a bit of work to maintain your non-profit status and you don't have near the benefits. Nor do you always provide the same amount of benefits to your supporters as you would if you ran your organization as a business.

Surprisingly, you actually do have to incorporate in order to become a non-profit organization; however, you aren't afforded the same capabilities and benefits of

being a regular corporation – yet all of the monthly and yearly work is still there to do.

- You incorporate and you run as a company but you may be restricted by the amount of profit you can make, and how you make the profit.
- If a not-for-profit does make a profit, they may be restricted in how that profit is used in the company.
- The only way non-profits can issue a tax receipt to donors is if they apply for tax-exempt status.

**I took a look** at setting up as a non-profit organization when I first started out. Heck, I didn't think I wanted to make a profit the same way a business would but then I found out the complexity of actually running a non-profit organization. You have to go through a whole process of applying for tax-exempt status in order to even offer your supporters something in return.

I didn't want to have to go through the whole application process for tax-exemption but I still wanted to be able to offer my supporters the benefits of making a donation. Being a non-profit organization didn't seem to fit what I wanted. So, that is why I decided to go ahead as a full-fledged business.

Being a non-profit works for some organizations – don't get me wrong. It can be effective for a charity or other organizations. But, if you are trying to give your supporters the most bang for the buck, this is NOT the way to go.

One of the biggest drawbacks when you are a non-profit organization is that the directors cannot receive excessive profit or revenue. This flies in the face of the entire model that I have set up – **simply because we WANT to be able to make a profit for the director(s) which in my situation was me.**

**Following are a few things you should know about running a non-profit organization:**

### **Cons**

- Complex set up process
- You must incorporate (provincial/state incorporation, or federal incorporation)

### **Pros**

- Individual members are generally shielded from liability
- Increased credibility with the govt, funders, and public

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- Formal corporate structure facilitates ongoing operations and decision making
- An enhanced ability through its gov't documents, to address certain issues

### **Responsibilities of a non-profit**

- **Large amounts of paper work and regulation**
- Some not-for-profit entities must file an annual information return with the customs and revenue agency
- Must file an annual corporate income tax return
- There are **restraints** placed on the type of activity the entity may engage in to gain money
- There is a need to devote time and resources to maintain corporate structure that would otherwise go to carrying out the desired purposes of the organization
- Must have an active board of directors

### **What about a charity?**

- Can issue official donation receipts for gifts received. This reduces the individual donor's income tax payable and reduces the taxable income of a corporate donor
- Charities are exempt from paying income tax
- CHARITIES REQUIRE MORE ADMINISTRATION AND FORMAL PROCESSES TO OPERATE THAN A NOT-FOR-PROFIT ENTITY.

### **Distinguishing non-profit organizations from charities**

- An approved charitable organization is exempt from income tax. It can issue charitable donation receipts for tax purposes. A charity also has to disburse 80% of the funds for which charitable receipts were issued.

Not-for-profit entities cannot issue tax receipts for donations and are not required to disburse a percentage of its earnings.

### **Why I chose sole proprietorship**

I took a look at all of the business structures and I asked myself two questions:

- What was going to suit my needs?
- What was going to suit the needs of my supporters?

I frankly wasn't interested in having someone else tell me where I could spend my money and how much money (profit) I could earn in a year. The object of my

fundraising was to be able to raise as much money as possible. Of course, the one down side to raising as much money as possible is the fact that I would have to pay taxes on that money.

But in comparison, I didn't think that I needed the corporate structure of incorporating myself and that non-profit didn't really suit what I wanted.

The non-profit is run just like a corporation; however there are limits to what you can do with the money, and also how much profit you can make. Further to that, directors (YOU) cannot make too much money. I decided that I wanted to make sure that I could make as much money as possible.

### **Final thoughts on structure**

You are ultimately going to choose the structure that works best for you and your organization. It is only one step to the fundraising plan that I am helping you build. Regardless of the structure you choose, you can still adapt each step following this chapter to increase the success of your fundraising.

This model was not only designed for those choosing the sole proprietorship route. This was the avenue I used to maximize my supporter's contributions. I believe the planning and sponsorship aspects included in the rest of this book are universal for any organization's fundraising success.

## **Part One Recap**

- **Choose a business structure that works for you AND the people who are going to support you.**
- **Sole-proprietorship was the way that I went, simply because I felt it offered my supporters the most, and provided me with the flexibility that I wanted.**
- **Remember, incorporation and not-for-profit are BOTH incorporated; non-profit has a limit on the amount of profit you can make, what your profit can be spent on and directors cannot make a significant profit.**
- **Non-profits have strict guidelines that must be followed. So do charities. Corporations have guidelines, but they are based on generally accepted accounting principals (GAAP).**
- **The biggest reason why I chose to run a business, rather than a charity or a non-profit, was because of the amount of money I could earn, and the amount of return I could give my supporters. It wasn't a 30% write-off for the 100% they were giving me.**

Part Two:

The Fundraising Pieces Put Together

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**It takes some time** to get everything going, but once it gets started it can be like a freight train that you just cannot stop.

As word spread of my fundraising goals, I was able to start putting a plan together and working my way towards the fundraising goals.

Having a group of people working with you towards the same goal, with everyone sharing the same passion is what this chapter is all about. There is no substitute for the work of others to help the organization reach its goals.



Getting all of the parts moving in one direction can take some time, as I have said, but the pay off can be far more dramatic once you have seen how it can impact your overall fundraising effort. So, that's what we are going to focus on in this chapter. We'll look at three key areas:

- **Building your Team**
- **Creating a Vision**
- **Passion**

## **Building Your Team**

I have been in parades, been on TV, radio and in newspaper. I have held golf tournaments, (unsuccessful) Oktoberfests, and even silent auctions and an art sale. What became very obvious to me at an early stage of putting together the fundraising model you are reading in this book is: **the more the merrier**.

Get people involved with what you are doing. All successful people surround themselves with likeminded people working toward the same goal. Even this book wouldn't be done without the help of friends and family. I can't underscore more the importance of a supporting cast.

My friend Jesse's contribution to the initial fundraising model emphasizes the importance of surrounding yourself with as many people as you can, who are willing to put in the effort you need in order to succeed.

After the first meeting with Jesse, we decided it would be best to cast a net over our friends and family and drag them in to help. Initially, I contacted all of my close friends and family - at least those who were keeping track of what I was up to and why I was calling them for help. We set up a founding meeting of the Team Krause fundraising committee shortly thereafter to set goals and find a direction for finding sponsorship.

I was mildly surprised at the initial turnout – I had my old football coach, Ray, who is still an avid supporter. Along with Ray, I had a couple of football buddies, a few of my 'drama-geek' pals, and of course my family, and a few others. Probably about 15 people in total. Not bad considering the task I informed them we were undertaking.

Now, for your organization, you may not be able to rely strictly on the work of family and friends – depending on the size of your organization. If you are a smaller community organization, the friends and family angle might work just fine. If you are looking beyond your own organization for a few helping hands, here are a few things I would look for in winning teammates:

- **Share the same passion** – As you will see a little later in this chapter, if you don't have the passion for the cause, then it might be tough to get motivated to do some of the groundwork to make everything successful.
- **Team players** – Team players are extremely important to the overall success of your organization. Working well with others towards the organization's goals is paramount in the people you want as the driving force behind your group.
- **Extra skills** – Everybody has something to offer the organization, but getting to that might prove to be difficult. So, the best thing you can do is ask... "What sort of skills can you bring to the organization?" **Note:** If they say, "Passion for this cause," that's a really good start!
- **Expertise** – Professionals can help tackle some of the governance and technical aspects of your organization. These types of people include accountants, lawyers, marketing people, computer technicians, etc. Surrounding yourself with people that can provide expertise in these areas can help save on professional costs.

As I mentioned previously: **everyone usually has something to offer.** Take advantage of the fact that someone wants to be a part of the organization and

then you can find a way in which this person can be most effective within the team.

### **Food for thought...**

Here's a little sidebar about bringing together a group of people to help. While it is a great idea to make sure everyone is on the same page, it might be more valuable to take the time to talk with each one individually.

It's no secret each person you bring in is likely to seem like the exact opposite of any of the others you bring in. You will have those who are focused, determined, and ready to tackle any challenge; you will have those who have the best intentions but are there more to show their support than anything else; and you have the type who are footloose, fancy-free and have their heads in the clouds, conjuring up cockamamie schemes to make you a millionaire.

While it's good to be positive and think big, it is important that you remain realistic. The bottom line is that you need to generate funds and would certainly rather achieve this realistically while avoiding financial worries and basic daily challenges.

Very rarely do any of these people think alike. Their views might cross paths to some degree; it's difficult to get everyone on the same wavelength. In an effort to avoid any conflict, I would advise managing each one of these people to take advantage of their individual strengths. When you take the time to personally direct where you want them to go, it is not only more efficient, but you are the guy or girl they signed up to help, so they should have no problem taking the direction from you.

### **Why you need these people**

So what do those people add? Not only grunt work for events, but simply the support. Having so many people show up at my first meeting was a great show of support and that people believed in me. Having people come to the initial fundraising meeting was a very visible cheering section outside of the sport. You really know people are behind you when they are willing to give up their free time to help your cause. That's definitely motivation!

It also does a world of good when you can spread out the workload of contacting people, setting up and doing the groundwork, and organizing and executing events.

When friends of my committee members attended one of my events, I always made an effort to talk to them. Relationship building is a key aspect of this whole process. You have common ground as they are a friend of one of your supporters.

That's the icebreaker, and if these people know what your organization does, they tend to bring it up. That's when you begin talking to the person about the organization and what it has done and accomplished and why your group needs all of the support it can get. You essentially become the sales person for the organization. And with that you can do all sorts of things:

- Recruit more volunteers
- Build relationship for potentially bigger financial partnerships
- Build a great rapport within the business community
- Build credibility for your organization

This is probably the single biggest reason you need the support of others. They bring people you would never otherwise have contact with into the equation. Remember, it's the law of averages, the more people you can bring in, the more people you can build successful relationships with, the better chance you have of finding a sponsor. Networking is key!

I know a lot of people. Those people know a lot more people. If I can get all these people involved somehow, not necessarily through fundraising, but through their network, that's a huge resource to tap into to get people out to my events and be potential sponsors.

You can do the same thing! All you need are contacts. The growing network of people eventually creeps up to someone that can really help the cause. The search for those people makes the entire fundraising effort worthwhile.

Getting people involved is the key. There is no way I could have done it on my own. In fact, the first thing I said when we started brainstorming this section for the book was, "I knew I couldn't do this alone."

People who will go to the ends of the earth and back for your efforts are as valuable as the thousands of dollars you might receive from a fundraiser. Without them a fundraising effort would not be possible. You have to hold on to those people because in the end they may be the ones picking you up when you just don't think you can go on anymore.

They aren't just there to design posters or collect money – they are there because they believe in the organization and they believe in helping you reach your goal.

#### **4 reasons why you need more teammates**

- 1.) **Networking** – If you think about the pyramid effect: one person knows two people, and those two people know two people, and so on – then you understand why more is usually better – especially for networking.

- 2.) **Many hands make light work** – If you just want to recruit more help during your event, that's no problem. Spreading the work around allows the event preparation to be done effectively and efficiently.
- 3.) **Greater skill set to work with** – This is important. If you have three people in your organization, and none of them has the slightest clue about income tax, legal arrangements, and / or how to fix the glitch in the computer, then you might be spending more of the organization's money on paying professionals to help you, than having those in your ranks lend a helping hand.
- 4.) **The bigger the wave...** - Having more support usually helps to grow support. More people have a greater impact on the success of events and the success of the overall fundraising effort.

## Creating a Vision

Every organization needs a vision; this is something that people can fix themselves on and work towards. It can involve a number of different elements:

- Vision or mission statement
- Organization goals
- Preliminary budgets
- Potential sponsor targets and funding sources

To get started you should meet with the core team to instill the overall vision of the organization. **Why is this important to fundraising?** Because it helps to guide the decisions that you make and is the driving force behind the passion applied to making your organization's fundraising a success.

### The Vision (Statement)

I'm sure that you have been a part of an organization that is proud of its vision or mission statement. They spent hours coming up with the perfect sugary language to set forth on an altruistic quest to make a difference in the world. Probably sounds something like this:

**“Through the strength of its membership we are dedicated to providing a positive, enriching and supportive solution for the homeless...”**

(This is just an example)

Your mission statement or your vision statement shouldn't be vague. Although this is a popular rallying cry for many organizations (or something vaguely similar), it is interpreted differently by each person in the group – and therefore it can mean something different to each of them.

The key is to make your vision concrete: something the groups can wrap their minds around and see happening in the future. So, instead why doesn't our vision statement become:

**“Through ongoing education programs, on-street support and employment, personal and financial counseling, our membership is dedicated to making a difference to the over 1,000 homeless people on our city streets.”**

There, it's concrete and people can attach themselves to education, street support and the counselling aspect. They actually have a picture in their mind of what good the organization is going to do. This is far more powerful to people than the cute words and fancy 'empowering' statements you often find with organizations.

Take the time to review your organization's vision statement to see if you are concrete enough in your goals – especially as they pertain to fundraising. You may even need to set a different vision for you fundraising altogether. Simply use the same approach:

**“Through the successful execution of a golf tournament and silent auction we are going to build relationships with community members and raise money to help reach the organization's goals.”**

Simple, straightforward, and every one can rally behind a message like that.

### **Organization goals**

This is different from the vision statement in that it doesn't necessarily put out a blanket-approach to what the overall purpose is for the organization's existence. But, we can use the same approach to fundraising. When we strike a fundraising committee, it should provide structure and outline what the fundraising outcome should be..

This might include:

- Planned event
- Event date
- Number of attendees
- Fundraising target (in dollars)
- Building profile for the event

Setting the goals provides the members with a concrete look at what needs to be accomplished this year. You may even decide to set several fundraising targets – especially if you want to have three or four fundraising events per year.

Still, each should follow the same model, and you should determine what you are aiming for as the end result. This is an all-important rallying point for the members. Just when people seem to be at their wits end, they will remember that they have a goal to meet, and the end result of that goal is going to further the vision (as set out in the vision statement) of the organization.

## **Fundraising goals**

Since this is a fundraising book, the focus here is on the goals of the fundraising committee. Firming up goals gives the organization an outline (or guidance) for everyone to refer to. **For example:** You have probably noticed that every year, the **United Way** in your area sets a realistic financial target that they want to achieve.

That's exactly where you need to start. When you set a financial amount for your fundraising target, you are probably taking into consideration a number of different things:

- Operating costs
- Program implementation
- Professional support

**Note:** These elements will vary with each organization and the nature of the event.

This is a good place to start. Tally up the expenses you anticipate you are going to have for the year, subtract the money that you might already be receiving, and then determine the amount that you want to fundraise this year. This is a very concrete number that people can look towards reaching when the fundraising event is over.

Other goals for your fundraising event can also be set at this time, and they don't necessarily have to be financial ones. They can be anything like:

- Increase newsletter subscribers
- Increase membership
- Meeting with 5 new potential sponsors or clients

... Or how ever your fundraising group can continue to build the support for the entire organization. This will be particular to each organization.

## **Preliminary budgets**

We all know that budgets are set for organization and businesses all of the time. Setting these kinds of budgets for your fundraising event – or your entire

fundraising program for the year – are important. They provide a guideline of expenses that you are going to try and adhere to.

If the preliminary budgets aren't set, then you have no limits to the amount of money to be spent on a fundraising event. When you have no limits, then the spending can sometimes get out of hand.

This is especially important for your fundraising. Here's why: If your goal is to raise \$50,000, and you have no control of the costs, it eats away at the possibility of reaching that \$50,000 goal. If you firmly set your budget at \$5,000, then you know that you have to raise \$55,000 total in order to meet your fundraising budget.

Setting a budget for a fundraiser might include thing like:

- Venue cost
- Meal cost
- Entertainment cost
- Activity cost
- Cost for any professional help (catering, speaking, multimedia)

Put together the costs you know for your event, then it allows you to more accurately budget for the entire event – getting you closer to your goal.

**Here's a tip:** As we have already mentioned in the section on getting friends and family to help, you can always ask people with a particular expertise to give you a hand. This is where your networking comes in handy. You might know someone that can provide a low cost venue, a low cost meal, someone that can provide entertainment, etc all at lower costs.

Use the people in the organization to their maximum potential – simply because it benefits the organization as a whole.

Setting these 'mini-budgets' is a good idea for your fundraising event – and for your fundraising program in general. You need to account for the costs of doing business, and without the checks and balances in place, you could be costing your organization more, and raising a whole lot less.

### **Potential sponsor targets and funding sources**

Once you have the people, the budgets and goals that you want to meet, one of the most important aspects of the fundraising process is to target the potential partners that might provide you with the greatest return on your investment. You are going to want to hone in on the companies and organizations that give you the best opportunities to meet your fundraising targets.

Good targets for your fundraising might be:

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**Fundraise \$50,000**

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- **Past participants** – It's usually easier to start by going back to the well that has given you water in the past. They are already tried and tested supporters and targeting them for further support would be a great place to start..
- **Within the network** – I know that for my fundraising, the people in my group were connected with the industry that my mom, dad and sister were in. While there were a fair number of other people who attended the events, I seemed to always be able to count on the support of the network outside of my own network.
- **Similar support** – You may consider targeting potential fundraising support by contacting organizations that have connections to other groups that have a similar or supportive role to your organization.
- **New partnerships** – You, or another member of your organization, may have struck up a nice relationship with a company that is looking for an opportunity to 'become involved' and contribute to your goals. It might be a great opportunity to showcase your organization by targeting them for your major fundraising drive this year.

### **Here's why targeting is important:**

How often have you gotten something in the mail from an organization that you have never heard of and they would like you to send them a donation in return? It probably happens at least once a week. There is no target to their fundraising approach.

A mail-out invitation to send money is a crap shoot. You are spending so much money to get it done, with the percentage of actual donation quite small. It relies too much upon the theory of volume. The more mailers you can send out, the more potential money they can receive.

I believe that if you target the people you want, and you work at getting their support, you are going to have a much easier time meeting your fundraising targets.

**Note:** I tried to build my fundraising on the approach that I would like 250 people to donate \$100, rather than 10 people to donate \$2,500. While you end up with the same amount in the end, it might be easier to get the \$100 from 250 people than it is to get \$2,500 from 10.

This is a different philosophy than the mail-out theory, simply because I targeted each of the people who I wanted to make partner with my organization. I didn't

just haphazardly send information out to all of the people I could, hoping they would show up at my event and put their money behind my organization.

## **Passion is important**

In my fundraising this was the key. In order for people to believe in what your organization stands for they need to believe in you. Far too many small organizations looking for handouts have no idea how important this is. When I was raising money as an athlete, looking to try to make the Winter Olympic Games, people were realizing and seeing my passion to reach the top – that is what made me a successful fundraiser.

Books have been written on passion, and bringing passion to the things that you do. It's no secret that being passionate about something can often attract people to your cause. So, you need to bring it to your cause. And so do the people that are a part of your organization.

This should be one of the criteria when you are trying to put together your team for fundraising. The most passionate people are often able to impart that passion to others. When they do this, it makes a person more likely to make a donation to the cause.

As we get into the marketing and relationship building aspect of this book, you will begin to understand the importance of communicating to others the importance of your organization's purpose – and why the prospective donor should be on board with you.

## **Finding passionate people**

This can be a challenge – however it is certainly not impossible. First of all, if you are running this organization the way that I did (as a single athlete with an end goal), then recruiting people who want to see your success is crucial. This is where my family and friends became so important.

It isn't always so easy to find people willing to risk their time and their expertise to help one person's cause. Still, with the right purpose, you can find these people in various aspects of your life.

If you are trying to fundraise for a larger organization that has several people with a vested interest in the cause, then you might increase the chances of being able to strike a fundraising committee that has passionate people aboard.

Passion doesn't have to be a prerequisite, but it should be a major part of the organization's fundraising team.

**Imagine for a moment...** that you have the choice to make a donation or become involved with two different organizations. Which person is going to appeal to you more?

- **Passionate Pete** – He greets you with a smile and is eager to show you what his organization stands for. He sings the praises of getting involved and how it has changed him. Passionate Pete also talks about the wonderful aspects of where your donation goes, and how it is very important for the people who get the benefit of receiving services from the group.
- **Listless Lou** – He shakes your hand and lets you know the name of his organization. He hands you a pamphlet and says, “If you have any questions, feel free to ask.” Then, he sits down in his chair and starts talking with a colleague.

Now, Lou might have passion for the cause, but it certainly doesn't come out. And you are probably more likely to donate or lend your support to Pete – simply because you are excited by Pete and the passion that he has for his organization's goals.

**Passion** is often talked about. Passion is often misunderstood. Displaying passion for your organization is not something you can just talk about. It's important to understand the role passion plays in developing solid relationships and building the support you have for your organization.

## **Part Two Recap**

- **A strong fundraising team is the key to success**
- **You need good people in order to help you run your organization and to provide assistance when you need it. However, most important might be the network of people that they bring with them.**
- **More help is better, but make sure that everyone is on the same page.**
- **Create a clear vision for your organization. Don't make it vague and cute – make it succinct and concrete so your fundraising team knows exactly what it is after.**
- **Clearly define the specific goals of the organization.**
- **Create a detailed budget that accurately reflects costs and expected support (money).**
- **Identify current sponsors, target new support, and be willing to accept services in-kind rather than a check (it means the same thing!)**
- **Passion is huge! It is like a wildfire ready to burst forth. You need passionate people on your fundraising team.**
- **Recruit people who want to see the organization succeed as much as you do. An emphasis should be placed on these kinds of people in the fundraising area!**

Part Three:  
Building Successful Sponsorship

## We're Here to Raise Money

Despite the difficulty many organizations have in raising money, it can often be linked to a few major factors, including:

- Lack of a solid plan
- Few solid relationships
- Low profile
- Poor network of people
- Little or no relationship building

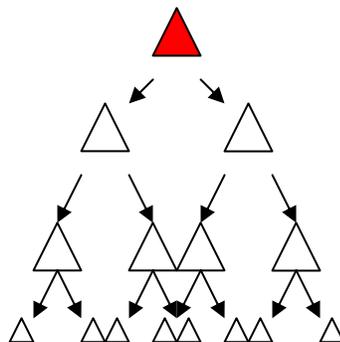
This might be where my plan differs from many other fundraising books. They will tell you the basics of the catch-all of fundraising. Where my book separates itself from the others is in showing you how you can get money from people and what you need to do in order to maximize the contributions you get.

In this chapter we are going to examine more closely the following areas of building successful sponsorship:

- Networking
- Forms of sponsorship in your network
- Building your Profile
- The importance of relationships

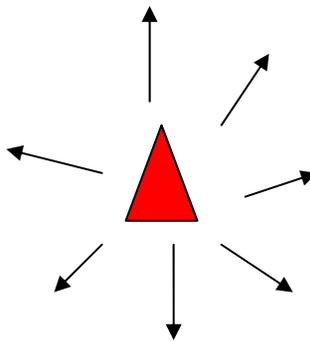
## Networking

Let me start this section by showing something I alluded to earlier in the book:



So, you get the picture. The red triangle is you, and the people on your fundraising team. You know two people who you can talk with about your organization. Those two people probably know at least two other people who they are going to tell about what your organization does. Then those four who were told by the previous two are probably going to tell people... etcetera.

What makes this model even more powerful is when you talk to more than just two people about your organization. And then get all of the people in your organization to talk to more than just two people. Then it becomes something more like this:



Imagine the power of that networking, as opposed to just telling two people. Now you have told 7 people... who are going to tell people. And even if they only tell two people, you have more than tripled the number of people who know in just the second step of the whole networking process.

You might consider this a theoretical process, but I consider it the most practical concept of fundraising – next to relationship building. But, the beauty is that the two go hand in hand. You'll find out how later in the book.

### **More people, larger network**

Once again, we hit on this earlier in the book. The more people you have in your organization that are willing to tell people about what you are doing, the larger net you cast over potential sponsors. If we go back to the mail order sales example, this is how they base their entire campaign. **Hit as many people as possible... someone will donate.**

We go a few steps further in our approach, mainly because it is targeted. Second, there is a much greater emphasis put on actually building a relationship with the people in your network, instead of simply asking them for money – and not even really without knowing who you are.

Still, with this method, it just makes sense that the more people you have in your network (via the people in your fundraising group), the more chance you have at finding a potential match as a partner in your fundraising venture.

### **5 steps to building a larger network**

- 1.) **Put yourself in a position to meet more people** – You can meet people anywhere. There is no reason you can't make a mention of the organization and what you are trying to do. It can even be just a simple conversation point at meetings, gatherings, sports events, awards functions, conferences, etc.
- 2.) **Get the others to increase their network** – This has to be a team approach. I was lucky when I was building my network – everyone that was working with me had no problem talking to others about what I was doing and talking about my goal to get to Winter Olympics.
- 3.) **Hold an event** – This is another major element of my fundraising plan. In fact, it is so important, I have dedicated an entire chapter to it. An event gives you and your team the opportunity to meet a wider swath of people – so they can do the networking for you!
- 4.) **Build a profile** – I'll show you exactly what this means later in this chapter. It is essential to build a profile with others in order for them to begin networking for you without them even knowing it!
- 5.) **Cultivating the relationship** – This is the key to get others networking for you. I'm not just talking about getting the people on your fundraising team. It's more about how you can get people outside of your group using their network to increase the overall net your organization casts over potential sponsors.

We are going to talk about the last two elements of building your network as this chapter progresses.

First, we'll take a look at the effect this network has on overall sponsorship and support for your organization.

### **Forms of sponsorship within your network**

OK, so the main title of this section is, "We're here to raise money", which is entirely the case. But, it is important to examine the different ways, and your perspective in how that support is provided from another person.

Typically, we tend to equate sponsorship with money. That's right – cold, hard, cash. But, it doesn't always have to be in this form. We might not see exactly

how support in other forms is going to help us. I think I can show you with my own examples how this works and cover the various areas of sponsorship and support you might encounter. We'll look at:

- Cash sponsorship
- Service sponsorship
- Volunteer sponsorship

### **Cash sponsorship**

We'll take a look at this one really quickly, because I think we all know that the cash is the one area all of our organizations can use a little bit of a boost. It is what makes our organization run on a day-to-day basis, and the cash boost helps to implement programs that organizations carry out.

In my fundraising model, the cash payments were always made to my business, and they were promotional expenses for the people and companies that made the donations. This way they could write off the entire amount as a promotional expense.

**Note:** Of course, in return for the cash support, I provided services to these companies in several forms. I appeared at events for them; I wore their clothing or bore their company symbols and paraphernalia on my equipment. This is the crux of how **the business model** works. You must devise a way for the cash sponsorship to reflect a service that you can provide. It might be a marketing service, a promotional service, or you may train or educate people in the company, etc.

**Important** – It is quite important to note that you cannot set yourself up as a company and accept donations and then issue a taxable donation receipt. The company that supports your organization will be issued an invoice or receive a receipt for the full amount of the donation. This is what they will use to indicate they have paid for a service from your organization. If you find that you need to issue tax deductible receipts to individual donors, then you may have to become a charitable organization.

The cash sponsorship is the most popular way for organizations to fundraise. It's no secret that your group needs money to function every day. You have bills to pay, and you have services that you need provided to your company.

Essentially, you have a number of costs that are associated with running your organization. You have likely set up a budget for the upcoming year, taking into consideration all of the expenses you might have.

That leads us to the next kind of sponsorship that is often overlooked, but is just as good as cash in hand.

## **Service sponsorship**

Let's expand a little on the second last paragraph of the last section. You have costs that come with running any organization. They can include (but not limited to):

- Rental of space
- Utilities for space
- Legal advice
- Accounting
- Office supplies
- Transportation

... just to name a few. This doesn't even cover the custom expenses that you might incur for things like advertising, professional writing, fundraising set up, etc. This is where service sponsorship really comes in handy.

When we were talking about setting up a preliminary budget earlier, we touched on the fact that within your network, you may know or be privy to services that people may offer you.

This same model can work for sponsorship. Here's how:

- When I needed to travel around during the time I was an athlete, I was sponsored by a local car dealership. In lieu of actual cash from the dealership, they supported me by providing a vehicle with their stickers and information on it. They paid for the vehicle, and wrote it off as a promotional expense – much like they would write it off if someone else was driving it for promotions.

Keeping muscles limber and strong was important to perform at a high level as an athlete. Another way that I received services in lieu of cash was by receiving regular massage sessions from a local massage therapist. While she was not able to provide a direct financial contribution, she actually saved me thousands in massage bills.

Through these two examples I have shown you how I received support that is just as good as cash, simply by accepting services in lieu.

### **How does this work for you?**

Go through your organization and identify the different services that are going to cost you money throughout the year. As you list them, some of the services are just simply going to have to be paid in cash, and not offered as a service; things like space rental, utilities, loans, etc.

But, I would say that if you really took a look at it you could probably equate many of your 'bills' with a potential sponsor. I eliminated the need for transportation, massage, and I also didn't need to pay for a professional writer, accountant, financial advisor, and others.

Not to mention the fact that I also got reduced rates on a number of other things. Here is a basic example of how this might work for you:

<b>Budget for ABC Organization</b>	
<b>Rent</b>	<b>\$1,000/mo.</b>
<b>Utilities</b>	<b>\$400/mo</b>
<b>Office supplies</b>	<b>\$100/mo</b>
<b>Advertising</b>	<b>\$400/mo</b>
<b>Transportation</b>	<b>\$300/mo</b>
<b>Accounting / Legal</b>	<b>\$300/mo</b>
<b>Coffee machine</b>	<b>\$60/mo</b>
-----	
<b>Yearly cost:</b>	<b>\$30,720</b>
<b>Expected financial support:</b>	<b>\$30,000</b>

So, as you can plainly see from the above 'basic' budget, that the ABC organization is running a \$720 deficit. Now, take a look at the budget numbers again, and pick three areas that ANY organization could find sponsorship for.

I would start with the easy ones:

- Advertising
- Transportation
- Coffee Machine

I believe that an organization could find someone willing to sponsor them in this regard.

If you tally those three together in their monthly cost, it would be \$760/mo, or \$9,120 per year.

So, all of a sudden, even though you haven't received actual money from these companies you have roughly \$8,600 that you can allocate to other areas of your program. Without receiving a cent, you have already created more for your organization by finding a few service sponsors.

**Note: The example provided above is very basic. Most organizations have more costs than shown above; this was used to describe the basic principles of service sponsorship, and is not in any way intended to reflect actual results.**

So, talk to the people who provide your advertising, transportation, coffee machine... or be bold and talk to the landlord you rent the space from – these people are looking for write offs for their company, and a expense written to your organization is an easy way to do it.

### **Volunteer sponsorship**

This ties in with having more people to help you do the work that needs to get done. Sometimes people or companies that are interested in supporting your organization don't have any other resource than themselves to offer. No problem! Every organization needs foot soldiers at all levels to help the entire operation run smoothly.

Anyone who has run a 'charitable' organization knows that the group is only as strong as its volunteer base. You don't have the money to pay for professionals to come in and help you every step of the way. So, you need to rely on the expertise of volunteers.

Volunteers are important for all of the reasons we covered earlier. The emphasis in this section is in the understanding that volunteer time is a valuable resource that no organization can really turn away. If someone can provide you with their time free of charge, then you cannot put a dollar value to that time.

### **Building your profile**

One of the most important aspects of finding the type of support you want is by building a profile. People need to know who you are, and what your organization stands for. You literally need to be in people's face. Not in a belligerent sort of way, but in a way that makes them remember your organization. The more you are 'in their face' the more inclined they will be to remember you.

In this section, we are going to look at the different ways your organization can build profile in order to attract the right kind of support:

- Community-mindedness
- Media involvement
- Website
- Public speaking
- Event organization

Being a national team athlete made me somewhat of a celebrity. I could sit down with someone who didn't really know what I did, and I could weave a wonderful trail of world travels and brilliant competition. Instantly it gave them a connection to me – and to my goals. **That is key to raising the profile of your organization.**

You need to make sure that when it comes to getting noticed your organization does everything in its power to see to it that people know who you are. Think of your basic brand recognition at the grocery store: if you see a laundry detergent from a company you have never heard of, and you see the box of Tide™ right next to it, which one are you going to buy?

It's a basic marketing concept that organizations like yours need to be aware of.

There are so many ways to do this but it comes down to one main thing – get involved. I have done speeches, made appearances, gone to charity events, done radio programs – you name it, I have done it. You need to do it, too. Get your organization on the right track in profile building, and it will certainly help you attract more support for your group.

Some of the most valuable time I have spent promoting myself has been with the intention of raising my profile. What this does is make more people aware of what you are doing and the goal that you have set for yourself. Although many of the people may never get to one of your own charity events, the silent majority that sits on the sidelines and cheers, is just as important. The bottom line is you need support any way you can get it. And you never know, sometime down the road, when you least expect it, they could become one of your most ardent financial supporters.

### **Community-mindedness**

Ask yourself this question? Where do most of the people I know and who support the organization I am involved in come from? 9 times out of 10 the answer will be right in your very own back yard. In fact, I would say that the vast majority of your financial support (and volunteer and service support) comes from people within a 100-mile radius.

I knew I had to get involved with the community in my hometown. When you are trying to get to the Olympics, this is often your biggest cheering section of all. If you give to them, they will give back to you ten-fold. That's the beauty of community.

Some of the things you can do in the community are:

- **Parades** – every small town has them (assuming you are from a small town like I am) and everyone usually lines the streets in anticipation of them. You can even get into big city parades if you like – most are just a small fee to enter. Build a small float just to get the name on people's minds.
- **Community Associations** – this could be the way that you start to network with the who's who in your community. Get involved with them and you have your own booster club in the future.
- **Fundraisers** – people are always looking for a celebrity of some sort to raise their event's profile. Offer your services to a fundraiser and then jump in head first to offer your support. You will see that support returned to you.
- **Meet with kids** – This is where your future support lies. Interacting with kids in your community filters to the parents. And, if they remember your organization today, there is a good chance they may donate in the future – or maybe even volunteer.

I have a story of one school that I went to and did a speech. The class was completely engaged in the story that I was telling them (kids usually like bobsled because it is something different), and it had the message that you should never lose sight of your dreams.

Well, fast-forward a couple of days and I was in Quizno's getting a bite to eat. Somehow, and for some reason an older gentleman knew I was Jayson Krause. Not from bobsledding, not from one of my fundraising events and not from a fundraising events of his. No, he knew me, because I had a bobsleigh shirt on and just out of the blue he asked me if I was Jayson Krause – like I'm the only member of the team.

But, why did he know bobsleigh? And further, why did he know me? It turns out that he was the father of one of the young girls who was in the class I spoke to earlier in the week. He said she was absolutely enthralled with me and told her dad everything about me. He said it was nice to see there are athletes out there who do give back to their community, and he was pleased I took the time to give back to his daughter's class.

What makes that such a big deal? You find the right person and he could be the CEO of a major company looking to sponsor the athlete who portrays the kind of image they want. Always keep in mind your network. And with this situation, my network grew one person larger.

That is a perfect example of the good you can do when you get out into your community.

### **The media**

Used properly, the media can be one of an organization's most powerful tools. They have the ability to spread the message about anything – and have it reach thousands – or even millions of people instantly. And the one thing that it offers most organizations is something they may have trouble gaining on their own – **credibility.**

Once an event is covered, or the work your organization does is brought to the forefront through an article or other coverage, people immediately ask themselves, “what is this organization again?” And they go back to find out the message that you are trying to get out there.

Here's an example of what I am talking about:

If you have two organizations that are tackling the same challenge, and the media comes out to cover an event of one, but not the other, which one do you think is going to be on the minds of people in the surrounding area? Further to that, if members of the organization are profiled in magazines or newspaper – or even the neighborhood community association bulletin, then people are going to be asking more questions about that organization.

If the other organization doesn't find a way to get out and find some media coverage, they are going to fade into oblivion.

There is one thing media coverage is assured to show people watching or reading:

**That your organization is actually out there doing something!**

Invariably, you are going to reach out to somebody of like beliefs when you are spread out through the media. Those are the people that are going to be drawn to action, come out to support an event or make a donation.

When I first started out, I didn't really have any media savvy to speak of. I had the er's and um's when I was on TV or the radio, as infrequently as I was on, and

I knew that had to change. All journalists love a good interview. They don't want someone on the air who is going to sound like a complete invalid.

One of my first gigs was on a local sports show, called Sports at 11:30, with the one and only Joe Sports. I didn't feel like I was at my best, but I did it, and people responded. They saw me on television and people talked about it. People other than Pierre Lueders or Dave MacEachern got to be on TV. I thought it was great.

The one thing about being on television or radio is that your answers have to pretty much be on the spot. Hundreds of thousands, or even millions of people could be watching at any one time and if you flub up, people remember that more than the winning time or the best score.

My advice when dealing with live spots is just be yourself. Take a deep breath and go with the flow. It's going to be over in a couple of minutes anyway, just hang in there and you'll do just fine.

The print media is a little bit different. Because they aren't necessarily on the same tight time period as TV and radio, they can spend a bit more time with you. They can take the pointless and goofy mess-ups you might make, and use the quotes that serve their story the best.

Newspapers will likely be the most prevalent source of media that covers the average organization. Most small towns have a newspaper, and, as in my case, if there is a local athlete who is on his rise to the Olympics, you can bet they will be carrying that story. If you get your organization in front of them, they are going to be on top of what you do, good or bad..

That's not all bad though. The local press tends to rally the surrounding area behind you more than being in a major daily.

With the daily papers, you could be stuffed into the

## Krause helps Canada II to bronze

By John Barlow

Canada II was expected to maybe crack the top 10, but in his first international bobsleigh competition Okotoks native Jayson Krause helped Canada II to a bronze medal finish at America's Cup in Park City, Utah last week.

Krause, 22, and driver Kevin Graham shook off an earlier crash and cruised down one of the fastest bobsleigh tracks in the world to finish third behind only the Czech Republic and USA I.

"It was an amazing experience," said Krause upon his return from Utah last Monday. "We were both so excited to exceed everyone's expectations like that."

Graham and his brakeman were expected to finish in the top 10 or even top eight with a solid run. However, the young duo outdid everyone's predictions and even beat fellow Canadians Brian Zarsky and three-time Olympian Jack Pike in Canada I.

Perhaps what is most surprising about Canada II's finish is the fact they overcame a crash during the training runs which can play havoc with a bobsleigh team's mental health.

On the second training run, Canada II had a spill on

the difficult third last corner of the surprisingly quick Park City track. Jamaica crashed almost every run at the treacherous bottom corner.

Krause suffered ice burn to one shoulder as he and his driver escaped the crash with only minor physical injuries.

However, the mental injuries were much deeper.

"After the crash, in my head, I did not want to take another run," admitted Krause. "But I knew I would not feel right if I did not give it my best effort."

For the remainder of the event, Krause said his strategy was to "rip it off the start" then close his eyes and hold on.

Little did Krause realize, when he opened his eyes after the final run, he would be holding onto a bronze medal.

"After the last corner (on the final run) I slapped Kevin on the back because we made it down okay," said Krause.

However, the jubilation of survival was soon replaced by the joy of victory.

Upon hearing the final results, Krause and Graham were ecstatic.

The bronze medal win is a great confidence booster for

Krause as he heads to Europe for the World Junior Championships in Altenburg, Germany.

Krause will be teamed up with Zarsky — the driver he beat at the America's Cup in Utah.



Jayson Krause

back pages of a section, whereas at the local paper you have a greater chance of being the lead story in the paper – or at least in one of the sections.

Whatever the media, building these contacts is an excellent source of getting your name in front of people. You have an opportunity to broaden your network to millions of potential people, and you never know which one is going to be the next major sponsor.

### **Getting media coverage**

Well, this is real key isn't it? Talking about having media coverage is great – but you are wondering... “How on Earth do I get good media coverage for my organization?” I would say there are three keys:

- Develop contacts
- Press releases
- Submit your own stories

**Developing contacts** within the media industry will prove absolutely invaluable. Meeting these people, and keeping them up-to-date on the progress of the organization is paramount. This aids them with building a story for their media outlet that is going to cast the light on your organization.

This means that you need to meet editors, reporters, videographers, freelance journalists – anyone that can get an article or clip in the papers or on the news. This is a place where the relationship cultivation doesn't necessarily result in direct financial support for the organization, but it broadens the net you cast out over other potential sponsors.

**Press releases** are the way many organizations bring what they are doing to the attention of newspapers and magazines. A press release is a simple, one page information piece that informs the local media of an event, announcement or other newsworthy item.

**Note:** This can be a double-edged sword for an organization, especially if the press release is abused. It should NEVER be used as a tool to flood a newspaper with every little thing that is going on. Make it newsworthy, or it gets tossed in the recycle bin with all of the other useless pieces of paper.

**Here are 5 tips for writing a great press release:**

- 1.) **Great headline** – This is where you catch the editor or reporter's eye. Try to stay clear from cheesy and cutesy in your headlines – this just makes editors roll their eyes and... to the recycle bin. Let them know exactly what you are trying to say.

- 2.) **Open with the most important information** – What is the purpose of the news release? State this clearly and effectively at the very beginning. Instead of burying the **best** information somewhere after the opening statement, try putting it in the opening sentence or paragraph. Imagine for a moment that you only had the opening statement to convince an editor that your event or organization was worth covering.
- 3.) **Keep it focused** – Include **ONLY** the information that is relevant to the topic of the press release. Throwing in a few interesting, but irrelevant stats doesn't serve the purpose of selling the idea to an editor or reporter. Keep all of the information directly related to the core message you are trying to get out there.
- 4.) **Make it matter** – This might be the most important element of actually getting the press release turned into an article. You need to show an editor or reporter **WHY** your organization or story matters to their readers or viewers.
- 5.) **One page max** – If you can't state what you need to in one page, then you are not focused enough on the core topic. Keep in mind that you don't need to provide all of the information about your organization, what you have been up to over the past year, and where you are going in the future. Just inform editors why they need to cover this particular newsworthy item and that's enough.

OK, so after telling you how to write a press release, it is important to understand that editors receive literally dozens of press releases each day. This should stress to you the importance of making yours stand out, and it should also help you understand that not every story you pitch through a press release is going to get covered. It can be hit and miss.

This is where building the relationship with the local reporter or editor can come in particularly handy.

**Submitting your own stories** can be a good idea, especially if you have a person on your team that has some experience writing for the newspaper or magazines. While this isn't completely necessary, it does help. Not only will that person have an idea of what a newspaper is looking for in terms of style, but they might also have a few contacts at the paper to help get the story printed.

You will have much greater success submitting a story to a smaller, weekly paper than you will a daily – but smaller dailies still try to keep in touch with the local community, so there may be space for your story there. Larger urban papers usually have enough content, so the chance of getting your story in the L.A. Times or the Toronto Sun is probably not very high.

Knowing which papers do accept content like yours is a great first strategy to getting your story published. There is little sense in submitting to papers that do not publish 'local' stories from non-staff writers.

**Here are 4 tips for submitting a story for the local paper:**

- 1.) **Keep it short** – You stand a much greater chance of having the story printed in the local newspaper if it can fill a smaller space – and doesn't need an entire quarter page in order get the story in. Newspapers are always looking for 'filler' material for odd spaces created by advertisements, and shorter pieces invariably make it in this way.
- 2.) **Information, not fluff** – Newspapers are not the place for saying what a great time everyone had, and how the work that was done at the event was important. Leave that for a quote; just describe what happened for your event or news piece and why it was going on.
- 3.) **Make it matter to the readers** – This can be a tough one, because most people in an organization will believe their news matters to everyone – or at least the potential is there for it to matter. I would say that you need to tailor the article so that the message appeals to a wider readership.
- 4.) **Photos are good** – Don't send your entire digital camera card to the newspaper, but choose the picture that BEST represents the news story. If space permits, both the story and the picture may run – but often times a filler picture has a greater chance of seeing the pages of the paper over a story.

**Note:** I cannot underscore the importance of NOT abusing the press release and story submission avenue for creating a buzz. It is not something where you should be submitting a piece every day, or even every week. When you have something that is legitimately newsworthy, then one of two things is going to happen:

- The news organization will contact you long before you ever contact them (they have a knack for doing this)
- Your chance of getting published increases dramatically

So, while the media can be one of the most powerful tools to help you gain exposure and build profile for your organization, it isn't something that can be abused. Too much attention from the media can put you under a microscope, and then instead of accentuating the positives of your organization, the newspaper is also reporting on the negatives as well. This is never a good thing for building sponsorship and support.

Work on the media savvy for your organization. You may even want to dedicate one of your team members to building the profile of your organization just through the media. It can be a valuable effort if directed in the appropriate fashion.

## **The Website**

In today's world on non-stop communication, having a website to promote you, your organization and the journey you are on, makes a world of difference. The number of people who rely on the Internet as their primary source of information is growing at an exponential rate.

When the concept for this book was first developed, I didn't place a major emphasis on the development of a website. Looking back, I realized the error of my ways. If we look at the **credibility** aspect of an organization, if you don't have a website, people will immediately discard the standing of your organization and the work it does.

### **Here's why:**

Imagine yourself as a product, or a service. After all, you are a promotional tool for many companies. If someone wants to take a look at your product, where are they going to go? Ten years ago, they may have gone to the Yellow Pages, or the newspaper to look for your ad. But then you are all of the sudden competing with all of the other ads that are on the market as well.

Today, people want the information at their fingertips, and the way to do that is by having a presence on the Internet. This could be your single greatest **self-promotion** tool out there.

### **Setting up a website**

Here are some of the basic ways to make your group stand out on the Internet.

- Make sure your website is good. That sounds like a simple one, but you wouldn't believe how many poor websites are out there. You need to look professional, and you need to attract attention.
- Make sure you update the site regularly. It takes some work, but there is nothing worse than going on a site where current information is important, and having something on there from two years before. This is one of the biggest turnoffs for people on the Internet. Even if you have a great product to sell, you will never sell it if people don't like the information that they see.
- Make it interactive. Not to the point where they are playing your game in the computer, but give them a reason to get involved in your website.

Have a fan club; offer a monthly newsletter; let them e-mail you with questions – anything that gets them to come back on a regular basis.

- Have links to other sites that can tell them a little bit more about your organization or related organizations. Providing people with more information on your topic makes them more inclined to help.

I did have a situation where our team was put in contact with a company that was willing to put together a website for Bobteam Krause. They sounded enthusiastic and they even met with us over coffee and a snack. They had passion at the time and they were excited to be on board... but that's where it ended.

The only thing I want to emphasize here is that when you are setting up a website, you want to make sure that it gets done by a professional organization, and that it gets done the way you wanted. It can hurt you more than help you if you have a website that is second-rate.

We waited for weeks and months before something that worked was put into place. It wasn't as dynamic and friendly as I had wanted, and it was increasingly difficult to get a hold of them. I know that we were paying a significantly discounted price for them to do the work, but their enthusiasm seemed to peter out along with their work ethic. That was a lesson in itself – find someone you know is going to be reliable – this is you that you are marketing and your website needs to best reflect you and your team.

Finally one of my friends, Justin, was able to put together a great website – and only recently did I shut it down after nearly 5 years in operation. It was regularly updated with event news, results and what was on the horizon for Team Krause. It got quite a few hits. It was a meeting point for people from all over to check on how everything in my organization was going.

## **6 Keys to a great website**

- 1.) Simple but effective** – I don't believe you need things to be any fancier than just being able to click and find the information people want. Flash images and animation aren't necessary and tend to take away from the overall message you are trying to convey.
- 2.) Information people want** – When you set up your website, brainstorm the kind of information you think people would want to see on your site. Then brainstorm the kind of information you like to see when you are on other sites. Put those two together and include elements of both for the most effective website.
- 3.) Clean design** – You probably know exactly what I am talking about. You have likely seen websites that are so busy and you just don't know where

to go to find the information you want. These websites just cause people to go elsewhere for their information. Have a nice clean design with enough open space to make sure that everything doesn't feel so crowded together.

- 4.) **Easily navigated** – The links on your site should be straightforward and take the person directly to the area of information they are seeking. Taking them the long way around to get to simple information such as contact information will lead them away from your site.
- 5.) **Have a contacts page** – If you want to reach out to the general public for support, then you need to make sure they can reach out to you. Sometimes all it takes is a response to an e-mail question or comment, and you will have someone hooked on your organization.
- 6.) **24 hour / 7 day a week advertisement** – That's right! When you put your information on the Internet, you are there for people to view around the world at all times of the day and night. You need to make sure you are putting your best foot forward with the website.

### **Another profile builder**

With a website, anyone, anywhere and at anytime, can go on to your website and find out more about your organization and the work you are doing. You have just increased your potential network by hundreds of millions of people. The profile benefits are innumerable – but here are a few ways having a website can help:

- This works well for sponsors who want to track your progress, or even family and friends. But, it also works another way. When you get a sponsor, you can put their logo and a link to their website on your website. This increases the referral traffic from each one.
- Friends, family and organization members can track progress
- Media may come across your organization as they are working on a story that has to do with your mandate. This can lead to instant credibility with the local media.
- Dissemination of information: whether it is an upcoming event, announcement or other piece of information, the Internet is the easiest way to get this information out to people. Doubly so if you have a newsletter or weekly e-mail update that goes out to members.
- Your website provides a foundation of knowledge about what you stand for and what you are working towards. It gives you an opportunity to highlight

some of the major projects you have been working on, and what you plan to work on in the future.

- It gives you the opportunity to cast the organization in the best light possible. Highlighting successes and ultimately helping people to determine if this is the kind of organization they want to support.

I can't stress enough how having a website builds your profile to greater heights. You have unimaginable networking and promotional power just by spending the time putting together a website. You can likely get it done quite inexpensively too.

### **Driving traffic to a website**

This can be a conundrum for many website operators. Sure, you have a website up there, but how are you going to drive traffic to that website? Well, there are a few ways that I will mention to get you pointed in the right direction.

- **Write articles** – Article directories on the Internet are banks of information people head to when they are looking for a particular topic. You can very easily write and submit quality articles to these article directories that link to your site – and therefore the information contained on your site. This is a good traffic builder that many sites use.
- **Link to others** – Set up reciprocal links to websites that are related in some way to your website. For example, if your organization was the Douglas County Dirt biking Club, then you might have links to the local bike shop or the state dirt biking organization. They may link back to you – and you have yourself a reciprocal link. When someone from Douglas County visits their site, they may see your link and click through to your website.
- **Display on literature** – Your web address should be on your business cards, brochures, the end of your e-mails, and any other correspondence material that you use. You want the web address to be handy to anyone that wants to hit your site when they have a few moments.
- **Tell people** – Make this phrase a part of your daily vernacular: “Why don't you check out our website at [www.abcorganization.com](http://www.abcorganization.com)”. Any time someone asks you for information subtly direct them to your website.

As your website following and profile is raised, you will see a noticeable increase in how many people asking for information about your organization and how they can get involved. That's exactly what you want to have happen. Opening your doors to the hundreds of millions of people with Internet access is a great way to

build the profile you need and want to generate financial support for your organization.

### **Be a public speaker**

This is a good time to hone your camera and radio skills. Either get involved with the local toastmasters club, or get into a position where you can be speaking to large groups of people. You can't imagine the boost it gives you when you come across as an eloquent speaker in a room full of people who are looking for a place to invest their money. If you sound good to other people, businesses are just imagining the marketing opportunities with someone like you.

I was lucky to have a variety of opportunities to speak to a number of different groups during my time as an athlete. I cannot begin to tell you how much I personally received from speaking engagements – not even from the financial side of things.

The profile boost was amazing. Sure, people can go to the website, or they may enjoy an article they read about your organization, but there is no substitute for seeing a higher profile member of your organization in the flesh.

I think back to the example I used in the beginning of this section – the Quizno's experience. I spoke to a group of kids and one of the students went home to tell a parent about the speaker. I got double impact just by making a speaking engagement at one place.

Another example I can remember is when I gave a speech to other athletes about THIS fundraising model that I had designed. I spoke at a national athletic conference with athletes from various sports. Each of them could identify with where I was coming from, funding an amateur athletic career. The response I received at the end of that session was the seed for creating this fundraising book.

Public speaking gets you in front of people. You are able to convey your organization's passion through words, emotions, and information. Effectively done, there are few medium for expression and profile building than talking with others on a large scale about your organization.

Simply look at how often politicians give speeches and get in front of the crowd. Very few politicians simply set up a website and e-mail people information. They are in front of the voters, reaching out, sending their message. Your organization needs to be doing the same – just maybe on a slightly smaller scale.

You can speak at a variety of functions:

- Schools

- Community associations
- Community groups
- Corporate events
- Other organization's fundraisers
- Your own fundraisers

I would say anywhere you can find a relevant place to spread the word about your organization you should take it. Don't take the chance to speak at the annual knitter's convention if you are a dirt biking group – but you might be interested in speaking about dirt biking at the local extreme sports conference.

Be relevant; have a point to your speaking; convey your message – and with those three things you can turn your public speaking into a powerful tool to build the profile and the credibility of your organization. You can offer the same information as people can find on a website or in an article, but now they have the opportunity to see you in person.

### **Event organization**

This is the next step in building the profile of your organization. Having an annual, semi-annual, quarterly, monthly or even weekly event to help raise awareness and for you to build the **ever important relationships**. This is how the plan really starts to show its power.

My fundraising technique encompasses all of the things we have talked about up to this point (and beyond) but it is all focused towards the **event driven** sponsorship. This is how you take your profile and you use it to drive the sponsorship and support to new levels.

In the following sections, we are going to look at building relationships through event organization and how this is going to dramatically affect the bottom line of your group. It plays upon an element of the whole fundraising process that I latched on to and made an important part of my fundraising:

**Don't go out to all of the people... make all of them come to me.**

While every effort is always made to try and get yourself in front of the people you needed to, when you needed to, it is a whole lot easier on your time and your budget to put your efforts into bringing everyone together as a culmination of the overall fundraising plan.

From here, you plant the relationship seed from which support grows. With the proper nourishment (as we will show you later in the book), that support turns into a wonderful arrangement for both your organization and for the people supporting you.

The event is the gala opportunity for you to make the inroads that you need to secure financial resources to run your organization. In the relationship section, it demonstrates the importance of the relationship building, and why you cannot be without it in your organization.

## **Profile, profile, and more profile**

Get involved. That's the best advice I could give any organization looking to reach out to more people. The more you get involved with what is going on around you, the more opportunity you have to build contacts – and those contacts could all be potential sponsors.

If you keep thinking of yourself as a business, think of this as the promotional side of your company. You still have to advertise yourself, and there is no better way to do that than by giving a little bit of yourself for the benefit of others.

Whatever it is, don't limit yourself as to what you think you can do to get involved. Anywhere and anytime you think you can get a boost for your organization, you need respond. These kinds of opportunities don't come up everyday, and in many ways, you need to create the opportunity in order to get things to set themselves in motion.

Here is a final list of some of the other things you can do to get more involved and raise your profile inside and outside of your sport.

- Represent your organization at conferences and other major events.
- Go to fundraisers. The people who are there are giving money out, so maybe by getting to know them, you might be the beneficiary of their generosity in the future. Support other organizations and you can meet people who have the purse strings under control at the corporate level.
- Get involved with kids at every level. Kids love famous people or groups that they know – especially the people who take the time to talk to them and get to know them. I keep thinking of that girl's dad in Quizno's. That's the kind of impact you can make.

## **The Importance of Relationships**

This section is highlighted simply because this is the entire reason why I have put this book together.

I cannot underscore the importance of relationship building for any organization enough. The problem is, while most people and organizations know that they must build solid relationships for money and support to follow – it rarely gets done. At least not to the extent it should.

Once you have developed your plan, and you have decided upon an event that you are going to run, it is time to put the relationship building into gear. If you have a successful event under your belt, now making sure you follow up is just as important.

The event decided upon for my proprietorship was a golf tournament. We'll get more into setting up and running a successful event later in Part Four. For now, stressing the importance of building relationships comes with the context of having an event.

### **Building relationship from my event**

With the success of the golf tournament we put on, we were able to build a profile with many of the guests who were there.

The key is to follow up on the momentum you build to find any potential sponsors.

Here's what you need to do in order to accomplish this:



- Make a list of any of the people you met who seemed interested in supporting you beyond the golf tournament.
- A follow up call to these sponsors might prove to be fruitful. You can talk about the event, you can talk about them and you can talk about your sport. Just make the follow up contact.
- Other guests should receive a thank-you card or some form of thanks from your team, letting them know their attendance was appreciated.

That is the first step to making sure your guests remember you. A gentle reminder that they didn't just come out to your golf tournament or other fundraiser for nothing. They came to support a dream – they came to support you and your organization.

The other important thing to realize is once you show your guests a good time, and then follow it up with the professionalism of your thank-you card or personal

phone call, they will begin to tell others. There is no substitute for word of mouth once you hold your first event. If your name can catch like wildfire, you will eventually have no problem attracting people to your event. Instead, they will be calling you to find out when and where your event takes place this year.

From the weeks following your event, you have nearly a year to continue to cultivate all of your relationships before your next event. This is the part that often falls by the wayside; however, **it is the most important aspect of successful relationship building!**

You can meet in person, phone, e-mail or send a letter or newsletter to the guests of your event, keeping them apprised of your current situation. Tell them everything that is going on in your life, within reason of course. Talk to them about themselves and their family, talk about their work, and then talk about your life, your family and your sport. Building personal relationships is our key to securing a sponsor.

### **Make the relationship personal**

Making your relationship personal is the path to success. Business owners aren't going to put money in the pocket of a person they don't know. That personal touch is what draws people to you and helps get people in your corner.

Once you have an event that brings in large number of people, your chances of mining that one large sponsor increases dramatically. I was lucky enough to find a fantastic sponsor by building a relationship. We had a number of lunches together, phone calls and just plain great discussions on the direction of my career as an athlete, what my goals were and what I needed to achieve those goals.

The business owner I met was purely a philanthropist at heart. He wanted to get behind a great cause, and I had to convince him that my dream was a worthwhile cause. After cultivating the relationship for several months, and through another golf tournament, he made a very generous commitment to me.

As he was a sponsor, he not only made a financial commitment to me, but he traveled to several events around the world to watch me compete, he provided a wealth of knowledge and support, not to mention helped my bottom line.

When I sit down with this man, I can see that sparkle in his eye – he wants to see me succeed and he will do everything in his power to see that I reach my goal. That is the essence of finding sponsorship. You haven't won the gold medals or been a world champion, drawing the "big name" sponsors, but you have found someone committed to help lift you to greater heights.

Seeing the results of building the relationship with this person reinforced my belief that I had set up and executed the proper relationship building method. This entire book is built on the method.

Using the momentum you have created from networking and the event, you need to have some sort of system in place to make sure you can follow up with each guest who has attended any of your past events. It is important for you, and important for your profile, to maintain regular contact. E-mail or a written newsletter – anything that can keep people abreast of your progress, can do this.

I have an extensive address book for e-mail recipients, all of who are past and present supporters of either me, or the golf tournament. The e-mail update is important because it allows me to send inexpensive personal messages to anyone at home or work. I usually talk about an upcoming event I am competing in, or an appearance I will be making, and some of the interesting news going on with my team.

This is an opportunity to make sure you keep your name in front of prospective sponsors. You let them know where you are, what you are up to, and you can continue to build your relationship with these people just by informing them of your progress.

With our new focus on finding 250 people to sponsor our Olympic endeavor, relationships were going to be a key. We were going to have to convince those 250 people that it was worthwhile to open their wallets and contribute \$100. That would be our \$25,000.

It is basic relationship building. You scratch their back and they will scratch yours. Every opportunity you get to meet with, talk to, or in any way communicate with those who are interested in supporting you, do it. Every time you make that connection, you bring them one step closer to recruiting them on board your team.

Earlier, I mentioned how cold-calling by blindly sending out portfolios didn't give the one-on-one personal touch many people need in order to part with their dollars. They don't know you. They don't care who you are, and they certainly don't care what you are up to. Once you meet someone, take the time to talk to them, make eye contact, and show them how passionate you are about what you do, and you will make that all important first impression. Another step closer to having them open their wallet.

**Keys to successful relationship building:**

- 1) Always make time for the people who make the time for you and your organization.

- 2) Be positive. Don't approach any of your potential sponsors with the attitude of 'our organization just can't do what it wants to because we don't have the money we need'. There couldn't be a worse way to approach a potential sponsor.
- 3) Give them a reason to believe you are doing everything you can to further your situation, and if you just had slightly more funding; it might be what you need to get over the top. That's when they say, 'how much would that be?' Now that question may not lead to a cheque, but it sure is a step in the right direction.
- 4) Don't, I repeat, DON'T talk about money on the first meeting. Treat it like an interview for a job – when they start talking money, you start talking money.
- 5) Always, always, always remember names. This might be the fifth rule on paper, but it is the first in relationship building. Take it to the next level and learn their kids' names, their wives names, what they do, what they like. Find out just as much about them as they are likely to find out about you. That is Sales 101.
- 6) Once you find out more about them, it always gives you an opportunity to have a conversation. Imagine how John Doe would feel if you asked if his wife, Jane, got the promotion she was after. Impressed, I bet.
- 7) Keep people posted about what you are up to. Either during the season, or regular updates in the off-season. It makes people feel like they belong to your group – even if they haven't yet committed their \$100 cheque.

I wanted to be an athlete, not a salesman or a businessperson. I soon realized that selling yourself and your organization is equally as important as training, nutrition, and for me, sliding down the hill. I was thrown into the fire to run myself as a business – to sell myself.

The meeting with Jesse, and the subsequent formation of a fundraising committee, triggered a philosophy that a successful fundraiser should live by – **don't go to the sponsors, get the sponsors to come to you**. If they come to meet you at an event or fundraiser, they must be interested. That's when you put the relationship building into full gear.

My best sponsors ended up being the people who I have cultivated a relationship with over time. I was working at this for close to eight years, and only after the second year did I truly begun to reap the rewards from the seeds I had planted with sponsors years ago.

So, what is the importance of building the relationships? Good question.

The majority of people want to have a relationship they can get something out of. Bigger companies often strike relationships with athletes that have multiple Olympic medals because they provide sponsors with a wonderful opportunity for exposure.

I was a small-time athlete who hadn't won the medals or the world championships, and I still needed funding. That's why the relationships are so important.

If I get to build that relationship and they see what type of person I am, they see the tough fight it is, they start to think, 'well hey if I get involved, I think he's a great person and I think he's got the potential to do it, I'd really like to help him out.'

These people, who support me now, know they've helped me reach the pinnacle of my career. People will get behind you and push you and your organization to greater heights if they are able to get to know you.

Humans have an innate sense of belonging. They have to belong to something, and if you build your relationships right, they might just latch on to you and your cause.

If you don't have the relationship, then you have no base. You are back to cold calling being your best option. Once you have the relationship, that's your foundation. Anything's possible once you develop that relationship.

People can promise you a million dollars and not come through, but at least you are at the point where people will start promising you things. Once you can talk to someone about that, at least you give yourself the chance. Someone will come through – it's the law of averages.

Remember, if you send out a portfolio, it is only one tool in building bridges with sponsors. Spending time putting together a whiz-bang presentation with color photos on glossy paper, with time taken to intricately state what you are after, all bundled up into a neat little package won't get you anywhere. Using it as the secondary measure – once you have established a personal contact with potential sponsors – is the best way to utilize it.

The connection between networking and relationships is reciprocal. You build relationships through networking. You strengthen your network by building relationships. Your network, whether it is family, friends or co-workers will prove to be the most valuable asset you have in finding sponsors, outside of yourself.

Personal relationships are foundation for the process you are about to undertake. Successful relationship building is the finite way of making this model work. If you are having trouble luring sponsors to your team or your individual sport, examine the relationships you have built in the interim. Identify the strengths of those relationships and decide what areas need to be worked on further.

While you continue reading this book, keep in mind the ways this model would work for you. The events or fundraisers I have tried may or may not work for you, that's for you to decide. I'll show you some of the areas I have made mistakes, and why those mistakes were made, so you can avoid these pitfalls at all costs.

### **Finally, the portfolio**

OK, I typically knock the portfolio as a means of soliciting sponsorship, but this is the prime time to give interested individuals the opportunity to have an in-depth look at what you are all about.

If you get the opportunity at your event to market yourself to potential sponsors, you could run into a number of them who will say, "Can you send me your portfolio?" Now you may have a few portfolios kicking around at the event, but chances are you probably have several of them stacked in the closet of your house because you haven't been sending them out since you started reading this book, right?

This is where your portfolio can become a powerful part of your marketing repertoire. Giving people something that captures you, your sport and your goals all in one attractive portfolio is now going to pack a little bit of a punch. If you haven't given a portfolio a thought in the past, now might be the time to consider putting one together. It does have a place in helping market today's athlete, just not as big a role as some might have you believe. The portfolio needs to be used as a tool in your pursuit of sponsorship, not as the center of it.

Here are the key aspects of putting together an eye-catching portfolio that can help you win some dollars.

- A great title page – hey, first impressions are everything. If your potential sponsor doesn't like what he or she sees when they take a glance at the cover, don't expect them to look inside to see what you are about. Grab their attention when you have the chance.
- Try it in color. Color attracts everyone's attention. It doesn't take much more to put it into color.
- Get everything done by a professional printer. By professional, I mean like Kinko's or Office Depot. They can usually put together some solid color

printing. Cost shouldn't be an issue. As a business – 1 it is a write-off and 2, you have to spend money to make money.

- Check for typos. Nothing makes you look more sloppy and unprofessional than unedited material. Take the time to have one or two people go over your portfolio. It is always a good idea to have more than one set of eyes take a look at any material you send out.
- You might think of getting a professional writer to do the writing for the portfolio. Not everyone is a wordsmith, and writers get paid to make people act by the very words they use. This isn't necessary, but if you really want to make a bang, this may be the way to do it.
- Keep it short and to the point. Think of it like a bit of an extended resume. No one wants to try and read through War and Peace in order to find out why they should support you. 1 double sided page with all the info they need will make it easier for people to take the time to see what you are about.
- Final point. Make sure you know who you are addressing it to. There is nothing worse than sending it 'to whom it may concern'. Take the time to write down or remember who you are supposed to be sending it to. With that, it is imperative you have the spelling of the name you are sending it to correct. No one wants to be Krauss, when it should be Krause.

So, you have sent the portfolio off. Now what? Follow it up. Again, just like the resume, make a phone call within a week to see if the contact you have sent it to was able to take a look at it. If not, tell them you will call them back in another week. At this point, I am sure they will tell you whether or not they are interested in helping you with sponsorship.

After a big event, it is so important to try and maintain some semblance of a relationship with the people who attend your events. They are the future big sponsors. They may not be in a position to hand over the cheque to you today, but tomorrow they could be your biggest sponsor. You need to treat everyone like they are the next financial lifeline to your Olympic success.

Whatever it is – e-mail, a phone call, a letter, stopping in at their place of business to say hi – do what you can to keep in touch with these people and make them apart of your adventure to the top of the Olympic podium. The more you get them involved, the greater the chance they will become big time supporters in the future.

## **Part Three Recap:**

- **Always think network. The strongest network is always going to give you the strongest potential for support.**
- **Remember the 5-steps to building a larger network. Put them into place – and you will naturally see a higher return on the amount of time you invest.**
- **There are a variety of sponsorship types; don't be afraid to accept services or volunteer time as a commitment to your organization. If you have an accountant who will donate his or her time, that can save you a bundle – as an example.**
- **Spend time building your profile. This means you need to get your organization's name and face out into the public eye. There are a variety of ways of doing this.**
- **We outlined 5 ways to build your organization's profile. Take advantage of all 5 of those areas and you will see a noticeable increase in your support.**
- **A website is an essential tool in today's increasingly online world. Take the steps you need to in order to maximize your online exposure.**
- **Everything we build works towards a primary annual fundraiser. Organization of an event is one of the best ways to build exposure for your organization. Remember, everyone comes to you – you don't have to go to them.**
- **Securing sponsorship relies solely on the organization's ability to use their profile-building efforts to build positive and successful relationships with the people who are**

**affected by the event. Use every opportunity to build relationships.**

- **Remember the 7 keys to building relationships with your supporters**
- **Finally, when all is said and done, and someone asks to meet with you or to send them a portfolio, you can provide one. Don't use the portfolio as the first contact for people – it rarely works as good as a face-to-face visit.**
- **Network + Profile building + Annual event = greater support**

Part Four:  
Running a Successful Event

## The culmination of your work

In the previous parts of this book we have been working on the foundation of setting up a successful fundraising venture. We've look at everything from setting up the organization, right through to building relationships. I made mention earlier of having one event (or more if it suits your budget and time constraints), that brings potential sponsors and supporters together under one roof.

Many organizations have found success running an annual event. I firmly believe the annual event is the prime opportunity to put your overall networking and relationship building plan to the test.

### Why is the event so important?

In my model of relationship building and building the network, the fundraising event is the pre-eminent place for all of this to happen. Once you have the organization set up, you need an avenue to bring all potential supporters together where you can talk with and relationship build with them all.

That's the idea behind this method. I chose this way for my fundraising model for a few different reasons:

- 1.) **Fewer resources involved** – Bringing everyone to one spot was far easier than trying to contact everyone personally at their spot. I attracted nearly 150 people to my golf tournament every year, and that would have taken a lot of time and money to make those connections individually.
- 2.) **A fun atmosphere** – A good golf game in the heat of summer was a great way for my supporters to get out and have a day away from the office. No matter what your event, the emphasis should be on offering a nice, enjoyable and fun time for the supporters.
- 3.) **Building the network** – Even though I already had a good network, my choice of a golf tournament added to the potential network. Since each person I sent an invitation out to had to put together a team of four for the event, it often led to a wider variety of people outside of my regular network joining those teams. In essence, it brought more networking potential to my organization.
- 4.) **Larger donation potential** – It's tough to talk one-on-one if you are asking a company for a handout. What I did was I took the 'asking' out of the

equation, and made it part of the event. For example: I charged an entry fee, charged for side games, and then set up a silent auction.

This put people in a position to get something out of the golf event – and their support – instead of simply handing over a check.

The event is the place where you will generate the bulk of your financial support in this model. It also provides you the potential to generate stronger support by building relationships and giving your fundraising event the best chance of success.

In Part Four, we are going to focus directly on the fundraising event that you set up. In this section, we are going to look at:

- Choosing the right event
- Planning the event (and what happens when you don't have a plan)
- A successful event at last!
- Conveying your passion through the event

## Choosing the right event

The right event might be elusive for your organization – no matter how much brainstorming you do. I know that it was for my group. We had come up with a number of great ideas, and a few we tried to implement. Eventually we found one that worked fantastic, but it didn't come without a couple of failures first.

Hopefully with the guidance in this book, you can avoid the misses that I have experienced, and hit the target on your first attempt. But, there are a few things that I think need to go into choosing the right event. Here are **the 7 criteria that I would use when selecting an event for your organization:**

- 1.) **How much money can it bring in** – There is a big difference between running a weekend long car wash and having a \$100 a plate dinner with a great speaker and a silent auction. The car wash isn't going to generate the same kind of revenue that the dinner will – provided both are run successfully.
- 2.) **How many people will attend** – If you recall some of the other components of successful fundraising, we want to grow our network and we want to bring as many people as we can to us – that's the beauty of having one of these events. The more people you can attract to your event, the greater net you cast over potential sponsorship.
- 3.) **Make it interactive** – This is one of the reasons why I chose a golf tournament. It gave people the chance to enjoy a nice day out on the golf course under sunny skies and hot weather. An event where people can

interact and enjoy the company of others works well. It helps to get people talking about themselves and the organization they are supporting.

- 4.) **Give something in return** – Be creative when you come up with a way for people to get something back from your organization. You can have prizes, draws, contests, or even just get people bidding on a few valuable items. People like to come away with something a little more than just a hole in their pockets!
- 5.) **Make it fun** – In my experience, people with smiles on their faces are always more apt to open their pocketbook than people who look disinterested and bored to tears.
- 6.) **Ease of operation** – You might have several great fundraising workers on your team, and a whole host of volunteers to help you pull the event off – but the entire process can be difficult if you don't know what you are getting into. That is why I would advise an event that is relatively simple to run. My golf tournament ended up essentially being organized by the golf club where it was held. All I needed to do was to make sure people showed up, and to have all of the marketing and advertising available for the event.
- 7.) **Event pays for itself** – Once again, this is where my golf tournament turned out to be a good choice. Each of the teams had to pay an entry fee. This entry fee included: golf fees (with cart), roast beef meal, a couple of golf balls, tees and some other promotional material. This entry fee covered all of my costs. On top of that, I made hole sponsorship money, silent auction money, etc. So, the event costs were already covered just by having a team enter. Whatever they spent afterwards was straight profit.

Half of the fundraising battle will be won with a well chosen event. As you will see from some of the events that I have tried to pull off, it isn't always easy. Trust me when I say that all fundraising ideas have potential – if you go about setting them up properly, and doing all of the ground work to ensure their potential for success. If you don't you might end up making some of the same mistakes that I did.

A few other things every good event has are:

- Ability for you to create a larger network
- Opportunity for the heads of your organization (YOU) to meet with as many supporters as possible
- Gives you every opportunity to sell yourself and your organization

**What a well-chosen event does**

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**Fundraise \$50,000**

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A fundraising event provides you with the one thing that most organizations lack – **a tool to sell yourself and your organization**. Without the event, imagine how difficult it might be to get all of the prospective supporters to partner with you.

Planning one event gave me an avenue to showcase what I was all about. It gave me the chance to reach out to the people in our organization's network, in order to tap them for funds.

That's what needs to be done if you want to fundraise successfully year after year.

Here are a few other things a well-chosen event does:

- **Provides excellent exposure** – If you can combine media attention with your event, you can reach an even wider audience. Even so, an event that meets the criteria I stated above can do wonders for reaching more people.
- **Keeps people talking** – You don't want your event to be forgettable. You want to generate the kind of buzz that has people asking you when next year's event is going to be held.
- **Gives people a sense of belonging** – A well chosen (and well run) event provides something that most people long for – a sense of belonging to something. Humans inherently want to believe that they are a part of something that might extend beyond their typical borders.

## **Planning the event**

As you will be able to see from my own personal experiences, an event (or fundraiser of any sort) without a proper plan is often destined for failure. This means that a fundraiser that costs money could put a dent in your overall financial picture if it doesn't come off without a hitch.

This isn't to say that you can't have a few little bumps and roadblocks along the way. In fact, there is a good bet that no matter what event you run, there will always be something that just doesn't go quite as well as you might have expected.

However, with a good plan, the frequency and severity of the 'problems' diminishes dramatically.

## **Steps to planning an event**

With the experience I have gained in planning and running fundraising events, I think there are four main areas that I am going to expand upon when planning an event. These areas are:

- Choose event (using the criteria)
- Setting realistic goals for the event
- Delegation of tasks
- Setting targets

We'll discuss these areas in some detail, and then I will provide you two stories of fundraisers that I tried to put on, and subsequently had fail. Then, I will show you how to execute the plan you have put in place for your event, by showing you how I set up my event leading up to the actual event day.

### **Choose the event**

We have already established the importance of this aspect; however it does warrant restating, simply because this could be the step that ultimately determines the success or failure of an event. Use the criteria that I have set out for fundraising events, and then realistically judge whether your event or fundraiser meets those targets.

### **Setting realistic goals for the event**

As you will see in my examples, I simply saw the dollar signs in the concepts that we developed for fundraising. I got excited about ideas that were fantastic in theory – but in hindsight, when I actually ran them through the criteria that I have now developed, neither of the major event would have made the cut.

So, once you decide on an event, then you need to begin by determining a number of things:

- How many people can you realistically get?
- How much money can you realistically make?
- How much effort can your fundraising team realistically put in to the success of the event?

These are basic but important questions that need to be raised. You will plainly see from my upcoming examples how these questions were never asked, and the results were never planned for.

One of the traps that fundraising groups get caught in is thinking in the 'best-case-scenario' mindset. While you always want to think positively about the fundraising efforts you make, it is equally important to touch on the 'worst-case scenario' for your fundraising plan. A good question for your group to address in the planning stage is:

## **“Where do we need to be to break even?”**

Once you identify this, then planning for a series of realistic goals becomes so much easier. And, the wonderful thing about setting realistic goals is that everyone can get behind the goal, simply because it seems far more achievable than the ‘best-case-scenario’.

**Note: Always keep the ‘best-case’ in play! Having a plan for the best-case scenario is important in case your fundraising event meets and surpasses your expectations.**

Obviously, the idea of a fundraiser is to make money. So, break even is not really where you want to be, but it provides you a basis for deciding what your realistic goals will be.

A good method for setting realistic goals is by determining:

- The ‘best-case-scenario’
- The ‘break-even point’
- The middle ground

Often time, the middle ground is going to be the most attainable, and it still provides for a fantastic return for your fundraising efforts.

You should be able to determine reachable targets in the three areas just by sitting down with the fundraising team and discussing the event you have selected and what you want from the event. Keep in mind that much of the groundwork for setting the targets will have been discussed when you chose the event.

### **Delegation of tasks**

In many organizations, 80% of the work is done by 20% of the people. While you expect the people on your fundraising team and in your organization will all contribute what they can to the success of the event, you need to plan the tasks according to the amount of effort you can expect from a segment of your group.

I would guess that you have a pretty good idea of who in your organization is going to be able to put in the most time to helping reach the success you want for the fundraiser. One idea would be to put one or two (depending on the size of the task) of the ‘taskmasters’ in each area, rather than having the hardest workers just work in one area.

From here, those two people can handle the work, and they can be responsible for recruiting other people from the organization to give them a hand.

Here are a few tips for delegating tasks to others:

- 1.) **Delegate according to skill** – If you have someone that is particularly organized, you might want them to spearhead one of the more complex tasks for your event. Likewise, if you know someone that has connections with the local newspaper, maybe they can be in charge of promotion and marketing.
- 2.) **Provide each group with a specific task or goal** – If you just set people free with little direction, they may wallow in their own indecision. Be decisive in describing what needs to be accomplished and when it needs to be completed.
- 3.) **If you have groups, designate one as the ‘head’ of the group** – This will help provide a streamlined approach to the work. The group leaders will communicate directly with the fundraising leader, and then decisions can be made quickly when necessary. Sometimes you will just have one person taking care of a certain area, depending on the size of your fundraising group.

You never want to have the bulk of the work fall upon the shoulders of a few. Delegation of tasks is important to get everyone working in the same direction for the success of the event. It keeps people involved in the organization and it gives people a sense of accomplishment when they can be a part of the fundraising success.

### **Setting targets**

Once you have your different groups assembled, then specific targets need to be set for those groups. For example, the marketing group needs to make sure:

- The newspaper knows of the event
- All past supporters are contacted about the event
- An advertising plan is set up and implemented

... etc.

In contrast, if the marketing group is simply told that they need to market, they could spend a tremendous amount of time just trying to come up with ideas on where they should market, and what they should do to market the event.

By providing each group with attainable targets, you focus them on achieving the tasks that need to be accomplished in order to hold a successful fundraising event. It is important for the people in each group to understand the goal you are trying to reach, for them to be willing to put the work in to get there.

## What happens when planning goes awry

It can happen – even despite one’s best intentions. I am living proof of this. Our group conceived a couple of plans, and tried to develop them and see them through to completion. Unfortunately, they didn’t turn out quite the way that I had wanted.

Here’s a look at what happened:

### **Can’t taste the sweet ‘til you’ve tasted the sour**

Plans to make money don’t just work because you think it is a foolproof plan. They need attention to detail; they need to be well thought out and input from a number of valuable sources is crucial for the success of any marketing strategy. I know from several experiences that a great concept doesn’t always translate into finite success.

The fundraising group and I had come up with a few different ideas and two of them turned out to be colossal flops. Not because they weren’t good ideas, but because we didn’t take the time to do them right.

### **The Olympic Prints**

We had a fantastic idea of selling locally painted prints from a Doctor of Art who was renowned for her work. A picture was taken of our bobsled team as we exploded from the starting block. We were all dressed up in our gear, with the team sled – we had the works set up for this photo.

This was an Olympic year (2002) and we thought for sure we were headed to the Olympics. Our concept was to market a “Push for Gold” limited edition print (2002 of them) and sell them for the very cheap price of \$50 each. No problem – just with our friends and family we were going to sell well over 500 prints. That would break us even.

When we got the print back, it was just what we wanted. A bold maple leaf christened the center of the print, and our bob team burst from the middle of the maple leaf ready to have the run of our lives on the way to a gold medal. At \$50 bucks a pop the frenzy alone of us having the opportunity to reach the Winter Olympics in Salt Lake City – family, friends and associates could easily come and watch – it was the perfect marketing opportunity.

We thought we had a license to print money. But that wasn’t exactly the case.

We made several choices along the way to help maximize our potential profit, but we didn't have the foresight to predict what pitfalls might have risen from making rash decisions.

We purchased enough prints to maximize the paper we were being charged for. It ended up being just over 2000 prints. It seemed like a breeze – remember, people would be snapping these things up like hotcakes. The Winter Olympics were around the corner.



*This is the print we had made up to sell as one of our fundraisers prior to the Salt Lake City Olympics. We didn't get to the Olympic Games that year, but that wasn't the least of our worries. This was a plan that cost me a lot of money because it wasn't well thought out.*

We had over 2000 prints and we were going to sell them at \$50 a piece. That's \$100,000 dollars. Wow! I could buy a new sled with two sets of blades for that and still have some pocket change left over.

Now for the reality check.

At our bi-weekly meetings we discussed how the prints were going to be marketed. Plans to sell them in Banff, or for each person to take 20 or 30 with them to sell at work or to friends, didn't really work. I wasn't in the Olympics yet, and most had never heard of Jayson Krause, let alone bobsledding. It became a tougher sell than we had first expected.

The prints weren't moving at all. No one was selling them – or at least very few were sold by committee members. They sat in closets, under beds, in trunks of cars – anywhere and everywhere they shouldn't be. They should have been in the hands of each of those people who wanted to sell them, and even more so in the hands of buyers.

The bottom line – **this was a monumental flop!** I still have to this day over 1,500 of the prints. We have given them away at our annual golf tournament, we've put gold signatures on them, they've been given as gifts, and we would probably sell them for \$20 each if we could right now. No dice.

### **Where did we go wrong?**

Where do I start? Our first mistake was trying to over buy without having a firm marketing strategy in place. We also should have only bought enough of the prints to cover what we figured were 'for sure' sales. Looking back, I think if we would have bought 500 prints it wouldn't have seemed like such a difficult task to overcome once we realized they weren't going to be as hot-a-seller as we thought.

Therein lies the next problem. Did we even think of what the market might have been for a piece of art, of a sport no one knows, and with athletes no one knew? Wow, try selling a cricket print in Nunavut, or what?

Even if we did think we could sell them, there was no marketing plan. We should have started selling them long before the Olympics to try and create some excitement. We should have had a definite plan for where and when and how they would be sold. Was the price for something like this too high? Especially when a decent frame for the print would cost nearly \$200. It was a big print – should we have cut the size in half and sold them for \$15 each? What? Why? How?

There were many questions and not enough answers. We're not in Marketing 101 here, but making sure you avoid these sorts of mistakes is paramount in ensuring successful fundraising as an amateur athlete.

But, the failures don't end there...

### **Oktoberfest**

Ahhhhhhh... Oktoberfest. A distinctly German time of year where the beer and schnitzel flows freely and lederhosen is the preferred attire. You see Oktoberfests all over – and I figured it would be a perfect opportunity to wrap the history of bobsled into a great German festival. It was also scheduled for the week before I left for my first year on the World Cup bobsleigh circuit. It was an exciting time to say the least.

We planned big. We wanted 500 people, so the biggest Legion in the city where I live – was rented to accommodate a big crowd. I talked to a talented ‘Oompah’ band that had been highly recommended. I had visions of 500 people jammed into the building, people with Beersteins in one hand and a partner doing the polka in the other. Dance all night with friends, family, and of course, sponsors.

The ideas flowed freely and the fundamental organization of the event was fairly easy. It was easy to get tickets printed; it was easy to hire the band; and it was easy to book the hall a couple of months in advance. And we thought it would be easy to find 500 partygoers to kick up their heels. Boy, there is a lot to be said about experience and I hope you can learn from my mistakes.

This was our first mistake; we planned too big. Really, there isn’t anything wrong with that, but if you broke it down, and saw that with only 10 people working towards putting the Oktoberfest on, each one of us would have to find 50 people to fill the place. I don’t care how popular you were in high school, you aren’t getting that many people to come to an Oktoberfest. A karaoke night, maybe.

This kind of event might work, but it takes a lot of planning and a build up. I remember coming up with the concept in late July, with things really getting organized in early August. Any other group would have spent months making this a success. We had to do it in two months. 20-20 hindsight now tells me that was impossible. You need time to plan an event properly. Just to market the tickets would take a few months. It’s not a Rolling Stones concert we’re talking about here. I mean, we did have one of the best Oompah bands around scheduled to play, but they aren’t really going to blow the roof off the joint. We needed more time.

Heck, we were still finalizing plans for the evening while we were trying to sell tickets. It just doesn’t work that way.

Two weeks prior to the event, we had to evaluate where we were. I had sunk over \$3,000 of my own personal money into this event and countless hours. Many others spent their valuable time organizing and planning for the event as well. Only 50 people bought tickets and we had to pull the plug.

Did I ever feel like a heel. I began to have doubts about whether or not I would be able to raise money with events like this in the future. It’s tough when you

have such devastating failures before ever seeing any success. But business, as in sports, there are always bumps along the way.

Something to keep in mind when you think about the events you plan, is potential sponsors will judge you by the success of an event you plan. People see that success as a reflection of the achievement you may reach as an athlete or businessperson.

Really, this chapter can be summarized in one word – plan.

***“If you fail to plan, then plan to fail.”***

An age-old adage comes to play when you are looking to succeed in this type of fundraising. Opportunities like the Oktoberfest are a fantastic way to network and build those valuable relationships. But, they have to be done right.

You cannot underestimate the amount of planning that goes into a successful venture. I know this sounds like more of a business lecture than a way to raise funds as an amateur athlete, but you must put on your business hat in order to survive. You need the money and you need to know how to get it. I’m passing on the knowledge of my failures in order to help you avoid these potential pitfalls.

***Rules for fundraising success:***

1. Plan, plan, and then plan again – There is no substitute for a solid, well thought out plan.
2. Be prepared – Make sure all of your I’s are dotted and your T’s are crossed. Once you’ve checked over it, check it over again to make sure you aren’t missing anything.
3. Don’t bite off more than you can chew – It’s OK to plan big, but make sure you have the resources and the time to back it up. A good rule of thumb might be one month of planning for every 100 people you want to attract. I might even build in more than that. Add more time for more detailed projects.
4. Despite any failures, you have to keep trying. I’m sure very few event planners had a rousing success every time they planned an event.

Now I wouldn’t be writing this if I hadn’t found my own formula for success. It took some time, it took a few lumps on the chin and in the pocketbook, but our golf tournament and silent auction had become my prime annual fundraiser. I brought in over \$25,000 on this one event. For most athletes that doubles their annual stipend. It sure is nice to have that extra change in your pocket.



*This is a picture inside the eating tent at one of my golf tournaments. The golf tournament and silent auction has been a huge fundraiser for me for the past few years. With extensive planning and the help of my fundraising team, our hard work finally paid off.*

### **Sweetness at last!**

Ahh, yes! An event that worked beyond our wildest imagination. While we failed in the Olympic prints and bombed with the Oktoberfest, we did learn valuable lessons along the way.

Our team put everything we didn't do in the first events into this event. We meticulously planned, we set realistic goals, and we made sure all of our I's were dotted and our T's were crossed. This was a fantastic achievement in teamwork.

Preparation was key. We had met several times to discuss the jobs of each of our team. My parents, my sister, my brother and his wife and all of the friends who had managed to still hold out hope for success, stood behind me to make this event a triumph.

I first met with my friends Jesse and Roland at the start of our fundraising journey several months earlier. They had suggested a fundraising golf tournament to bring in large crowds of people to support me. Throw in a silent auction, some games for the golfers, a great catered dinner and voila – you have the recipe for success.

Sounded good. But we needed a place to golf, we needed hole sponsors, we needed hole prizes, and we needed silent auction items. Not to mention food, carts, and who knows what else to make sure the golfers who came had a first class experience.

That was the easy part.

Finding 128 guests to come out and golf in a charity tournament, for a person they didn't really know, was a challenge. This is where our network power showed exactly how valuable it could be. Each person on our team had someone there they knew whether it was moms, dads, siblings – whoever – we just needed the network to reach out and draw in as many people as it could.

The network was equally valuable in securing the overwhelming number of prizes so everyone left with something. It didn't stop there either. Networking got us a golf course, sponsors, food – everything we needed to make this event fly.

When you have a large network of people to draw on for an event like this it makes everything a lot easier. In our tournament, we had a wide variety of hole prizes and silent auction items. I think this was due in large part to the number of people we could rely on in our network.



*We have always had great silent auction items that boost our dollars every year. It's all a part of the plan we put together every year for the golf tournament.*

Looking back, these issues pop up every year. That's why it is so important to squeeze the most you can out of your team for an event like this. You need the people behind you to go above and beyond to ensure success.

If you are thinking like a business, this is your once-a-year who's who and it starts by coming up with a plan. You have to take into consideration everything that can and will happen. You need to accurately assess your costs, and adequately predict your revenues, and in all that make sure everyone has a good time. You and your team have to put in close to an hour of work per person invited, to make sure this goes off without a hitch.

## **Executing the Plan**

In your event plan, make sure you allocate all of the resources available to you. You don't want anyone or anything underutilized and otherwise forgotten.

I can't stress this enough. If there is one thing I have learned throughout this whole process, it's that you can't get by without the help of others. You need to motivate the folks around you to give everything they have to offer.

Make sure you use the strengths of each individual. Don't send the meek to solicit for draw prizes or silent auction items, and likewise don't get the busybody putting together bags of goodies for the golfers. Just like the CEO of a corporation, make decisions and approach people to perform jobs at which they will excel. This will breed confidence for future projects and likely your appreciation of their efforts will make them willing to continue to work hard for you.

Once you have everyone working in the direction you want, put together two itineraries. The one for your team – any deadlines they need to meet for prizes, invitations, meal arrangements, etc. The other will be for the guests during your event. The vast majority of people like to be told what to do – plain and simple. They like to be lead around and given activities to do. At our golf tournament, of course the main activity would be a Texas Scramble. Businesses submitted teams of four to try and shoot the best score. That part takes care of itself.

## **5 Tips for executing the event plan**

- Make sure each group knows their responsibility during the event. Such things as:
  - Taking tickets or fees
  - Handing out complimentary packages
  - Setting up the venue
  - Testing sound or multimedia equipment
  - Ensuring speakers or guests are taken care of

- Don't be afraid to usher people where you need them. For my golf tournament, people wanted to socialize just before the event, often leaving people rushing to get to their holes on time. Keeping people on schedule is important to keep the event on schedule and flowing well.
- Remember to have back up plans. You should have come up with a few scenarios to combat 'unforeseen events'. At my golf tournament I always had to take into account the weather – and plan accordingly.
- Communicate with your event helpers. Without communication, you may not be able to execute your plan to perfect – or avoid problems or concerns during the event. Keep in contact with key members of your team during the event to keep things rolling along.
- If an itinerary is appropriate for your event, then print one up for all volunteers. Heck, you can even give one to the people at the event so they know what is going on, too. But, for starters, you can provide an itinerary for each person to help them stay on track with their responsibilities.

### **Being innovative in your approach to revenue**

At the events you have, you always want to give people an opportunity to open their wallets to support your cause. Instead of just asking for people's money, offering simple games of chance (not gambling), or prize draws and contests.

Where I got imaginative is having a couple of holes at my golf tournament where the golfers put something more on the line. Here are examples:

- At a par 3, we've perched my aunt out at the tee box (she's a pretty darn good golfer) and we would have each team as they arrived place a wager (usually \$10) on whether they could put their shot inside hers. It's a sucker's bet when you have a woman who's an 18 handicap.

- 1.) Allocate all resources available to you.
- 2.) Use the strengths of each individual.
- 3.) Make sure everyone understands the plan.
- 4.) Put together an itinerary for everyone to follow.

But, they take it because they think they can do it. Of course, some do win, but when you put a woman up against some macho golfer who could otherwise put it within 6 feet if he was playing with his buddies, his knees are knocking and he shanks it into the next fairway. Trust me, I've fallen victim!

- Another idea is to add a little chance to the games. On another par 3, have a business sponsor a hole for \$10,000, or a trip to Mexico. They don't actually have to buy the trip or put up the money, they just need to buy the insurance. They can go to many major insurers to get this type of insurance.

The point I am trying to make is that even when you get people to come to your fundraising event, you can build in smaller events where they contribute a little bit more to the cause.

These parts aren't going to raise you a fortune in cash, but they do contribute to the event enjoyment and any extra revenue you receive is welcome!

### **Keep the event flowing**

Once your guests are done their activity, make sure a meal or snack is soon to follow, because there is certain to be a healthy appetite.

From here, it is important to keep your event moving. Once they have something to eat, they are going to have something to drink, and they will get tired. Once dinner is over, get the rest of your evening going quickly. If you have speeches, thank yous to make, or any other details – in our case a silent auction – get it rolling. As long as you keep their interest, their pocketbooks will continue to open in your cause.

It is essential to make sure you put together a plan that all on your team understand and can adhere to.

I cannot stress enough the fundamental importance of a good plan. It directs people, it answers questions and it is a backstop for any problem you might encounter.

### **Marketing your cause at the event**

During the event, you have a great opportunity, and in some cases an obligation, to make sure the guests each have a piece of your time. They have come here for you, so you should give them a few moments of your time.

During my golf tournament, I will often time take a golf cart out and try to meet up with each group. Taking the time to sit back and chat with them, letting them

know that you appreciate their support, goes miles towards not only securing a financial commitment, but to build a stronger network. Next year, someone you made an impact on could bring his or her friend or brother, or the next major sponsor.

You need to try to get around at some point during your event to the majority of the guests. Whether you are merely thanking them for coming, or if you talk to them extensively, they will leave with a certain feeling of gratitude for the time they spent at your event.

Our event operated for six years. Each year we raised \$25,000 for the upcoming season – just at the event. That doesn't include any of the money raised from just making the connection with these people. It also provided me a tremendous opportunity to grow my network by meeting new people and gaining their support.

Don't underestimate the power of one of these events. While you will be stretched beyond your limits, the rewards you gain from getting yourself in front of the masses are invaluable.

This is an opportunity for you to bring as many potential sponsors together to help raise your profile and to give life your bottom line. People begin to identify with you, track your progress and they tell others they support your goals. This is the best tool you have to sell yourself and your organization's goals and achievements.

### **Keys to marketing at your event**

- Provide brief information packets at the event (where is the money going to, what is the mandate of your organization, some recent successes, etc.)
- Meet with as many of the people as you can. Making an effort to meet with and chat with supporters makes each of them feel that much more a part of your organization's direction. If possible, make an effort to at least shake hands with each person in the room.
- Provide a 'keeper' from the event that people can take home. It might be a pen, a paperweight, a mouse pad, or a champagne glass – anything. All you want is for people to remember your organization and that they were at the event to support your cause.
- Set up an e-mail sign-up list for people who are interested in getting updated news and events from your organization. You have all of them there; why not gather a way to contact them for next year's event?

### **Acknowledging current supporters**

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**Fundraise \$50,000**

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This is an important area that we certainly cannot forget to mention. At every event, I go out of my way to acknowledge the people and companies that have supported me from the beginning. Your event is a perfect time to acknowledge the support of a great many people in your organization and those companies and individuals that have supported you financially.

You don't always have to step up to the podium to announce all of the supporters. You can easily post them on a website, on a placard at the event, or on a discreet list at the dinner or lunch tables at the event.

A few things that I did at my event in particular (and in general) were:

- I designed and printed signs that were placed at each hole to acknowledge that a particular supporter paid (made a donation) for this hole (advertising).
- I posted a large sign that showed each of the companies and individuals that supported the golf tournament.
- I had my supporters listed on my webpage with links to their websites.

Part of the advertising element of the 'services' you would offer as a company is the advertising of the support you receive from different companies. They have given you money in order to advertise to others that they are supporting your organization's efforts.

This is an important step in relationship building and in offering extra value to the companies and organizations that support your cause and should never be overlooked.

**Note:** I did have a couple of supporters that wanted to remain anonymous. This is alright – if they wanted their support to be anonymous, that is fine with me. Be prepared to handle supporters who aren't looking for the recognition or the limelight.

## **Conveying the passion for your cause**

For me, this is what it is all about. As I have said in the past, one of the hallmarks of successful ongoing fundraising is the ability to get people to buy into what you believe in. In my case, it was the chance to represent my country at the Winter Olympic Games.

Your cause or passion is going to be different than mine was; however, the fundamentals are the same.

You want people to get the same buzz that you do about reaching your goals. They need to be excited about the prospect of seeing the end goal once the fundraising targets have been met.

In all fairness, however, you aren't going to be able to reach **everybody** in this fashion. But, the ones that you do reach will be ardent supporters of your organization for a long time to come. Once they become immersed in your fundraising efforts, and the mandate of your group, they get that sense of belonging to something that is making a difference.

That difference can be anything from helping the local high school volleyball team raise money to get to a prestigious national volleyball tournament. Or it could be the ability to raise enough money to set up a series of after-school programs at the local community hall.

Whatever your cause is, the event and the relationship building provide you an avenue to reach the potential supporters and build a fundraising force that drives your organization higher.

It is very interesting to note that people **enjoy being a part of something**. Most individuals thrive on a 'community' of sorts. Gathering these people in through the networking, the relationship building and holding an event is the way you can make them a part of your community. Once they feel like they belong to something they have a much easier time offering financial support, or spending their time to help you build your organization.

### **Your passion becomes their passion**

Once you get people on board, your organization will gradually gain steam – and so will your fundraising efforts. The passion and enjoyment that you get out of pursuing the cause set out by your organization is something that others can latch on to.

Essentially, for many supporters, it becomes their passion.

That's why it is so important for you to think positively about the direction of your organization and your fundraising. It is crucial that people see the positive upside of being involved (albeit financially in many cases) with your organization. If they can see that you and your team are excited about the prospects for success, then they will share in that excitement with you.

### **3 ways you can convey your organization's passion**

- 1.) Volunteers with passion** – The people at your event are going to be the ambassadors for your organization – and therefore they will be on the frontlines to convey that passion. If you recall near the beginning of the

book when I was talking about putting together a fundraising team, I mentioned having people with passion. This is when that passion truly pays off.

- 2.) **Literature should have passion** – Show supporters in your organization’s literature that you have passion for upcoming projects and their support is going to help the organization reach and surpass those goals. Be positive and be passionate about what you are doing. You don’t want sympathy supporters! Seeing event literature that talks about all of the struggles the organization is having with funding and that’s their reason for asking for support could turn potential sponsors away.
- 3.) **Eliminate negative talk – go with goal oriented** – One of the problems I found with many athletes I knew is that they would rely on telling people the government didn’t provide any funding to them, or the sob story about not being able to train and work to support themselves. They would use this tactic on potential sponsors – hoping they would cast a sympathetic donation their way. I actually subscribed to that theory when I first started out, but then realized that if my end goal was as important as I believed it to be, then it was up to me to finance that goal.

So, instead of the complainant approach, I turned it into a goal-oriented, motivational approach. I would say things like, ‘my goal is to get to the Olympic Games and in order to compete, I am looking at spending \$40,000 to do that this year. Your donation can go a long way towards me reaching the goals I have set this year.’

Sponsors see this as a pro-active and focused on where you want to go – not what is holding you back.

### **Most of all – have fun!**

Holding a major event is no piece of cake. I had my share of lessons learned – and hopefully this chapter helps you to avoid some of the mistakes I made when setting up a fundraising event.

When all is said and done, and the event day comes, try to enjoy yourself and the time and effort that you have put into the event. It is going to show to your supporters and will pay off with an increase in financial support that you receive during the event.

You are in this to support your organization’s goals but not at the expense of your team’s sanity! Have fun at the event and make sure everyone in attendance has fun too!

## **Part Four Recap:**

- **The main event is your one key fundraiser during the year. It is your chance to highlight the organization, network, share successes and increase the profile – all while securing financial support**
- **Remember the 7 criteria for choosing a fundraising event (page 65)**
- **A well chosen event keeps people talking, provides excellent exposure and gives people a sense of belonging**
- **Choose the event**
- **Set realistic goals for the event**
- **Delegate tasks to different groups**
- **Set targets and / or target dates**
- **Read and then re-read my two catastrophes in poorly planned fundraising events – it is an education in what NOT to do**
- **Number one rule for success: Plan**
- **Remember the 4 steps for event success (page 76)**
- **Review the 5 tips for executing the event-day plan (page 80)**
- **Try innovative ways to increase the small revenue you can make at an event with contests, games of chance, etc.**

- **Always keep the event flowing at a good pace. Long pauses of inactivity tend to lose audience members and as their interest wanes, so does their willingness to offer financial support**
- **Market the cause at the event. Spreading the word during the event is one of the best ways to build profile and familiarize your organization with supporters**
- **Always acknowledge current supporters at an event. Don't forget!**
- **Keep in mind that people are influenced by the passion one brings to their work and their organization's goals. Keep the passion flowing and don't be afraid to let your passion be known (positively) to potential supporters.**
- **In the end, it is all about supporters having fun and your volunteers having fun, too!**

## Conclusion

Fundraising is no easy task. Anyone who tells you it is hasn't properly fundraised before. It is not something that you can take lightly and hope for the best. The most successful fundraising teams are groups of hardworking individuals focused on creating the most support for their organization.

I was very fortunate to have a hardworking team of supporters that took care of a great deal of the event planning for me, while I was either competing or training. That was an essential part of my success. I am ever grateful for that support – as it financed the pursuit of my personal goals.

Your organization can do **the exact same thing as I have** and raise \$50,000 per year – or more – by following this simple plan. I have broken it down into four basic steps:

- Structuring your organization
- Putting the fundraising pieces together
- Building successful sponsorship
- Running a successful event

Each section has a wealth of personal experience injected, along with great information that is going to help you reach the fundraising targets that you set out. It is achievable, and you can make the money your organization needs to meet its goals.

It's funny... one of the biggest roadblocks for many smaller organizations is their inability to access the funds necessary to carry out their plans. Think of it like a business that is unable to get a loan from the bank for expansion plans, or to purchase equipment. It halts those plans quite quickly.

Yet, fundraising is probably the most flawed aspect of those organizations. It is often haphazardly put together with the intention of raising thousands of dollars to keep an organization afloat. Many organizations spend an inordinate amount of time on the governance of their organization (running it and making rules for it), designing future plans and setting future goals – and rarely enough time planning ways to reach those goals.

That's when many of those organizations cease to exist. I know that without a solid fundraising plan, I would soon have given up my quest to reach the Winter

Olympic Games. I just couldn't do it any longer. I couldn't survive on the meagre carding check I was given from the federal government, and still train and fuel my body in order to compete.

So, I came up with a better plan.

That's the plan I have outlined for you in this book. I believe it can and will work for your organization, as long as you are willing to dedicate the time to fundraising that it justly deserves.

Your organization is one successful event away from raising thousands of dollars to keep your operation going, and funding some of the exciting initiatives you have planned. Without the money, you are paralysed and unable to fulfill the mandate you have set out.

If you want to avoid the frustration and feeling of failure when your organization cannot meet its financial and therefore, organizational goals, then I would encourage you to seek out alternatives. **This book is just that path to increasing your fundraising potential!**

It's challenging and there is a lot of work ahead. Once you start focusing more time and energy on coming up with a realistic and successful fundraising plan, you are no longer going to have to worry about funding the mandate of your organization. In fact, I would go as far as to say it will make it a whole lot easier to more effectively budget for and implement organizational goals when you know that you can fundraise the necessary money to reach them.

That's what this is all about. I want you and your organization to be able to achieve the same fundraising success that I have. I have little doubt you can. I was a bobsled athlete, able to raise \$50,000 a year to help me compete.

Now, you can **Fundraise \$50,000**, too.

**Part Five:**

**Resources**

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**Fundraise \$50,000**

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## **Other resources you can use!**

I've provided you a great deal of information on how I have put together my fundraising model. And it worked for me – I have the proof to back that up. But, I needed to do some research here and there, and I needed to find background information that was going to work for my organization.

I searched everywhere for each piece of information that helped me make my fundraising successful. Now, I am going to make it easy for you by providing many of the resources that you will need in order to complete the entire process. I'll break it down Part One through Four so you have an easy-to-reference resource section.

### **Part One – Structuring Your Organization**

#### **Books:**

##### **Federal Incorporation and Business Guide (Canada)**

Stephen Georgas  
Self Counsel Press © 1993

##### **Incorporating Your Business for Dummies (US)**

Hungry Minds Inc.  
© 2001

Both of the above reference books will more clearly spell out the process of becoming a corporation.

##### **Business for Beginners**

By Frances McGuckin  
Eastleigh Publications © 2003

##### **The Canadian Reference Directory on Business Planning and Funding**

Canadian Sources of Funds Index © 1989

##### **The unofficial guide to starting a small business**

Marcia Layton Turner  
Wiley Books © 2004

## **Sole Proprietorship, 2<sup>nd</sup> Edition: Small Business Start Up Kit**

Daniel Sitarz

Nova Publishing Company © 2005

**Note:** This book has forms for all 50 states, plus business plans, tax forms and legal and accounting forms included.

### **Websites:**

<http://sbinformation.about.com/cs/ownership1/a/corporation.htm>

Good starting point for people looking for beginning information on incorporating their organization for fundraising purposes.

[http://www.arl.org/sparc/publications/setting\\_up\\_a\\_nonprofit.html](http://www.arl.org/sparc/publications/setting_up_a_nonprofit.html)

This site has information and forms that you can use to help you set up a Non-Profit, Tax-exempt corporation. A decent site, but remember that you must adhere to much more strict regulations to a sole proprietorship or a corporation.

<http://strategis.ic.gc.ca/epic/site/cd-dgc.nsf/en/cs01357e.html>

Those looking to incorporate in Canada should take a look at this page. Initially it provides the reader with reasons to incorporate, but it also has links to forms policies and all of the legislation surrounding corporations in Canada.

<http://madaan.com/uscorp.htm>

Great site with a detailed list of pros and cons of incorporating in the United States

[http://www.usa.gov/Business/Business\\_Gateway.shtml](http://www.usa.gov/Business/Business_Gateway.shtml)

This is the American equivalent of the Canadian government site, complete with information, forms, questions and support for forming all types of business entities in the United States.

## **Part Two: The Fundraising Pieces Put Together**

### **Books:**

#### **Beyond the Summit: Setting and Surpassing Extraordinary Business Goals**

By Todd Skinner

Penguin Group © 2003

**Websites:**

<http://www.richardmale.com/richtips/richtips20060323.htm>

This is a great list of tips for empowering the fundraising team once you select them.

<http://www.raise-funds.com/999forum.html>

This site has several decent tips, and after a good read-through you should be able to apply certain fundamentals to your own fundraising team.

**Part Three: Building Successful Sponsorship**

**Books:**

**The Ultimate Guide to Successful Networking**

By Carole Stone

Vermillion © 2004

**Websites:**

<http://www.causecommunications.com/diy/getnewscoverage.html>

This is a good article on how you can get the media to cover your organization.

<http://www.community-media.com/media.html>

How to secure an interview for your organization.

[http://marketing.about.com/od/nonprofitmarketing/Marketing\\_for\\_NonProfit\\_Organizations.htm](http://marketing.about.com/od/nonprofitmarketing/Marketing_for_NonProfit_Organizations.htm)

This article covers some of the basics of marketing your Non-Profit organization, however you can apply many of the tactics in this index of articles to any organization.

[http://www.help4nonprofits.com/NP\\_Mktg\\_3EffectiveTools\\_Article.htm](http://www.help4nonprofits.com/NP_Mktg_3EffectiveTools_Article.htm)

Once again, this article is geared towards non-profits, any organization that is looking to connect with the community can use the information in this excellent article.

<http://www.entrepreneur.com/marketing/marketingcolumnistkimtgordon/article66228.html>

A great article from Entrepreneur.com describing 7 ways to improve business relationships. While it might not be specific to your organization, they are valuable fundamental tools you can put to use!

<http://topten.org/public/AC/AC40.html>

A list of 10 ways that building successful relationships can help you and your organization. It is applicable to businesses, and since you are gearing towards being a business this applies to you!

#### **Part Four: Running a Successful Event**

##### **Books:**

##### **Event Planning Made Easy: 7 simple steps to making your business or private event a huge success**

By Paulette and Jodi Wolf

McGraw-Hill Professional © 2005

##### **Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives and Other Special Events**

By Judy Allen

Wiley Books © 2000