



DISCOUNTED PRINTING FOR NON-PROFIT ORGANIZATIONS

SPECIAL EVENT / COMMUNITY AWARENESS / FUNDRAISING

Most organizations host an annual event, whether it be a golf outing, formal dinner/dance, duck race or fashion show. Special events provide publicity and help you identify potential supporters.

Community Awareness Is Crucial

As you're promoting your cause – whether through a special event or distributing flyers around your community – be creative and professional when trying to draw attention!

Brochures and **Rack Cards** are excellent tools for promotion and don't forget that **Remittance Envelopes** are one of the best ways to create awareness *and* provide a vehicle for an immediate donation.

Remember to Host An Annual Volunteer Recognition Event

No matter how many fundraisers and events you have, the one you can't forget is one that celebrates and thanks your volunteers. They are as crucial to your success as any donor and they deserve recognition. Ask Board Members or staff if they have a home or property they would open up to create a nice atmosphere. Local restaurants and grocery stores can be solicited for simple appetizer and food donations. Retail stores can be asked to donate door prizes that can be raffled off (at no cost, of course,) to show appreciation and make it a fun event. Be sure to thank your donors publicly during the event to let volunteers know who else supports their efforts in your community.

Sell A Product - Greeting Cards / Thank You Cards / Bookmarks

Custom designed greeting cards, thank you cards, or bookmarks are a great way for organizations to raise money. When purchasing printing in higher volume these items can be purchased for a very low investment and sold easily at double, triple or even more of their original cost. If you have a thrift store these printed materials make a wonderful addition. Community fundraisers can be done by teaming up with local merchants and retail stores (even try selling to the stores at wholesale and let them set the retail price) or team up with a local school and have the children design and sell them during the holiday season with a portion of the profits also going to the school. The more local you can make the items, the better they will sell.

OTHER SPECIAL EVENT IDEAS

Golf outings, formal dinner/dances, duck races, and fashion shows come to mind when you think of special events. Special events provide awareness in your community, offer excellent publicity outlets, and help you identify new supporters.

Your non-profit should host multiple fundraisers throughout the year.

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Costume Ball - Pick a theme that blends with your cause and have a "ball". Movie themes, songs, role models (great for Big Brother/Big Sister type organizations). Get your supporters dressed up and ready for fun.

Ungala Gala - a night "in". Send an invitation for a very special night the donor gets to spend... at home! Be clever and send a creative invitation.

Fashion shows: Second Hand Rose Show - use items from your thrift store or partner with a local thrift store and split profits. Partner with a local clothing store to show off their newest trends.

Walk-A-Thons / Pet Walks - start the walk and end it in the parking lot of a prominent community location and you can gain extra publicity by teaming up with them. If expenses allow, host vendors, kids activities and street art/fair type events and create a full day of fun. Don't forget to have a booth for your organization and pass out your marketing materials and ways for donors to make donations!

Other A-Thons: Walk, climb, dance, cut hair, read books, ride bikes, call in, ride horses, or do a host of other activities to create a unique and successful A-Thon.

Open Houses - make an event by opening your doors and offering free tours and information. Free refreshments, hot dogs, sodas and anything you can think of fits with your theme.

Raffles / Silent Auctions - usually held during events these types of quick money raisers can be held virtually at anytime, anywhere. Coordinate through retail locations, stores, offices, with a donation collection bin and a photo of the prize!

Community "Yard" Sale - Don't have a thrift store? Holding an annual yard sale with your donors making donations of items to raise funds. You can also rent table space to other groups and individuals for \$25-50 per 8-foot table and get the entire community involved.

Holiday Tree of Life/Ornament Sales/Lighted Displays - Decorate and place trees at your location, or with community partners and sell ornaments or lights in honor, memory or celebration of a special person (or pet) in your community. Indoor tree displays can even use paper ornaments. Simple idea: print full color **Business Cards** with a holiday theme, punch holes in them, insert a gold or high quality yarn or string and sell to hang on the trees on display. Ornaments can easily sell for \$1 - \$5 depending on your community with a portion of the profits also going to the school. The more local you can make the items, the better they will sell.