



Get going on...



Fundraising Basics

What is fundraising?

Fundraising can be a fun way to raise additional funds for your gliding club while giving your members and families a way to engage and contribute to your club away from flying socially.

Before we jump into fundraising, you need to be aware that there are fundraising laws in your state that need to be read and applied if necessary. Check your state/territory rules for fundraising, sometimes you may need to search “charitable collections” to find the correct information.

What is the best fundraising option for your club?

This depends on what you are trying to achieve with your fundraising event. Sometimes we are trying to raise revenue to support a specific project or to build funds in your club, other times we just want to add entertainment at a social event. A mix of fundraising is always the best ranging from large infrequent events, smaller regular events, and background fundraising running continuously.

Background fundraising can be very successful especially if you have several options available at any one time. This allows your members and visitors can make continuous small, ad hoc purchases. Consider passive fundraising with products and services that are required by a large portion of your



members and visitors such as snacks and drinks, merchandise, coffee mugs/drink bottles, and bumper stickers.

Local Councils/Government

Other times we are looking for larger funding opportunities that require your club to contribute funds towards the project or event. Often it is not what you know, but WHO you know that may open revenue doors. Make an effort for a committee member to build a relationship with local council members and councils who are privy to upcoming funding opportunities.

Do not forget...

Make it a priority to stay current and stock your revenue options and products that are current and desired within your gliding community.

Ensure you thank anyone who has given their time, expertise, or any other product/service in your fundraising activities. Never underestimate the power of a “thank you”.

Thank You!

Look out for...

Want to build on your fundraising knowledge, take a look at:

Get Going On... *Fundraising Ideas*

Get Going On... *Fundraising Hassle-Free*

