

Tips for Fundraising

The most important thing when fundraising for any parish event is to set a realistic goal. Fundraising isn't always about raising X amount of dollars. Sometimes fundraisers are the best way for youth to get to know one another or make themselves a presence in the parish community.

While asking people for money isn't the easiest thing to do, people feel good about giving to those they know. When your Youth Ministry program is active and alive in your parish, it will be easier to approach parishioners with fundraisers. While some of these fundraisers are geared specifically for WYD 2008, feel free to adapt any or all to fit your parish youth ministry needs.

Some quick tips to consider when it comes to fundraising:

- Presentation to pastoral/finance council, get on the radar screen early.
- Don't leave fundraising until last minute and expect everyone to jump on board.
- Ask for tips from those in your community who have fundraising experience. They can share their do's and don'ts, saving you time now and later.
- Get those who are benefiting involved!
- Have young people, wherever possible, ask directly – pulpit presentations, present at back of Church, reflection in parish bulletin, etc.
- Look at the big picture and what is “do-able” – set a goal, be realistic about the goal. What are the expectations? Will fundraising cover all costs?
- Determine criteria for who will receive funds, i.e. anyone or only those who commit to formation/fundraising/overall program. Be clear at the start to avoid conflict later on.
- Look at the number of projects you will take on – find out what other fundraising projects are going on in the parish and schedule accordingly. You do not want to have to compete with other projects like a building fund.
- Be sure to thank donors – personal thank you cards or notes from young people are most effective. If it is regarding an event that you're asking for money, after the event, have a display of photos, reception in hall, pulpit presentation so that people know how their money was used.
- Make sure more than one person is in charge of fundraising “accounting”. To be transparent and accountable, have a team count funds, deposit in bank, etc. Never

deposit funds into your personal bank account. Set up finances through parish i.e. Parish Youth Ministry Fund, St. John's Parish WYD Bank Account, etc.

- Consider the amount of labor and planning that goes into your events and what the end yield will be. Putting on a "talent night" fundraiser may sound like a great idea but if it costs \$1000 to rent equipment, staging, etc. and only brings in \$1200 it may not be the best use of time and resources.
- When setting prices for things like "bake sales" or "car washes", consider asking for a "donation". You'll end up getting more than you would if you had a set price. Also be sure to distribute information at these events about what you're doing. People want to know where their money is going.
- Consider the involvement of service clubs – i.e. Knights of Columbus, Catholic Women's League, etc. but also be aware of the numerous requests they receive. Consider opportunities for them to receive recognition or partner with your events. What ways could you work together?
- Make sure your youth ministry team knows about programs, new initiatives and is well-informed. You don't want a potential donor asking about a new program only to receive the response, "I don't know. I'm just doing my shift at the table." Those "selling" your program need to be knowledgeable and enthusiastic.
- Have fun – people want to be part of fun activities. Do what you can to ensure you get the job done but have a great time doing it!

Whatever fundraising you plan to undertake please keep in mind that it's not all about the money and that you are embarking on a holy pilgrimage, so act like a pilgrim! Have an attitude of grace, thanksgiving, and servitude. Remember, whether you are asking for donations from local organizations, providing a service in exchange for donations, or sacrificing to save on your own do not forget the WYD 2008 theme "You will receive power when the Holy Spirit has come upon you; and you will be my witnesses." (Acts 1:8). Like those before you, remember, your fundraising activities are on the path to pay homage to Christ.

With that in mind, remember to include your family, friends, parish, and secular community. No matter what your fundraising activity entails, inform your donors exactly what cause they are giving to—World Youth Day, 2008 in Sydney, Australia. Community members are more apt to give if they know what their generosity supports. Tell them what it is: "A pilgrimage and international gathering of Catholic young people." Share with them why this pilgrimage is important to you. Joyously wash a car and tell your patron the theme of WYD 2008, Acts 1:8. This will be especially interesting to other Christians.

Lastly, as you raise money, remember those in your parish and community that will not be traveling to Sydney with you. We encourage you to include them on your pilgrimage

through their support of you. In consideration of the tradition of a pilgrimage to Sydney, bear in mind that financial support is the least of your necessary resources in preparation of your journey. Most important to this spiritual exercise of pilgrimage preparation are the prayers of a community that supports you both in thought and deed.

Fundraising Suggestions

Regular Car Washes: Wash cars on the same day each week at a designated time or two Saturdays/Sundays a month, weather permitting. Include signs that read, "Send Us to Sydney", or "We are Christ's witnesses!"

Dinner + Auction = WYD 2008

Dinner: Host a dinner and auction (see Rent-a-Pilgrim below) in your parish community to fundraise for your pilgrimage to Sydney. Prizes for the auction can come from the pilgrims themselves, from local businesses and restaurants, or parishioners and other community organizations.

For the dinner part of the evening, you can prepare the food yourselves, have a group of committed parishioners prepare it, or have the function catered by a company, which would allow you to require fewer volunteers. Those participating in the pilgrimage for WYD should serve the food to those who attend so that the parishioners can get to know the young people who are going to Sydney. If your parish community is preparing the dinner, do not be afraid to contact local grocery stores, eateries, etc. for supplies. Your parish may be able to give these businesses a charitable receipt.

Sell tickets at a fair price, around \$20 a person. Remember, you should charge a reasonable price as you will be asking parishioners to submit a bid later during the auction. Try to get everyone who is going to WYD to sell at least 10 tickets, guaranteeing you a minimum number of people for the event.

It is a good idea to get the hall set up the night before to give you less work the following day. A coat check, balloon raffle and other money raising events can be included in the dinner/auction, but remember not to go overboard.

Rent-a-Pilgrim/Auction: Many clubs, sports teams, and other organizations auction off their members to raise money. Decide what services each of your group could offer, and be specific. If you feel that a certain amount of money ought to be donated in return, then do not be afraid to start the bidding at a set sum of money. Please be creative, imaginative, and come up with your own reasonable services to auction off. Some suggestions are:

Babysitting or Lawn Mowing – which could be a one-time service or a weekly, long-term fundraiser. A pilgrim might go for a higher rate if they offer babysitting services once a week for a month (this is easily marketable as "spend quality time

with your spouse and send us to Sydney”). Or, lawn mowing on Saturdays for June and/or July, etc.

Household Chores – offer a set number of hours of cleaning or specific sweep, dust, mop, vacuum, silver polishing, or laundry options.

Special services (*if you choose to use this as part of your auction, make sure that pilgrims know what they are doing, as pilgrims would be involved with donor’s personal belongings!*) – Can a pilgrim or a pilgrim’s parents offer their specialized crafts and talents? Mend or hem clothing; change car oil or other less complicated auto or mechanical services; program or work on computers; tune pianos; landscaping; offer swim, dance, instrument, sports, or academic tutorial or lessons.

Personal Assistant – Have a youth serve to help you out by running errands, picking up/dropping off dry-cleaning, help with grocery shopping, etc.

Pilgrim Chef – Auction pairs or groups of pilgrims off with optional menus (ex: lasagna, salad, bread and brownies; or tacos, rice, beans and cake; etc.) that the group will make and deliver to families at their home at a chosen date and time.

Penny Saved = Penny Earned – Plan activities as a pilgrimage group, such as watching movies on a Friday night, potluck dinners, or have everyone sign up for a night that they make dinner for everyone else in the group. Invite friends that support your spiritual endeavors or help with fundraising activities that will not be traveling to WYD 2008. Donate the money to the group fund that pilgrims would have spent had they done other activities (i.e. actually gone out to a movie theater or out to a restaurant for dinner).

Brush up on your Catechism and Catholic Social Teaching. Reflect on stewardship and the Church’s views of consumerism and consumption. Pledge to bring lunches, to-go mugs and thermoses instead of buying out all the time. Encourage each other and/or pledge to abstain from eating out or going to Starbucks for a month to raise awareness about one’s own spending habits—this can easily help each pilgrim to pay for a good portion of their trip to WYD. For the season of Lent, this “Penny Saved” option would be especially appropriate.

Sponsor a Mile: There are 7684 miles between Portland and Sydney. The distance between Auckland, New Zealand and Sydney, Australia is 1343 miles. Get your parish to sponsor your group for \$1.00 or \$2.00 (or more if they are able!) per mile. This is a simple fundraiser that requires minimal work but will allow you to raise a significant amount of money.

Create a display in your parish office or vestibule (any visible location in your parish that would be secured) with a map outlining the distance between Portland, Auckland, and Sydney. Underneath the map, place a small box in which parishioners can deposit any donations. As the donations come in, draw a line from Portland to Auckland and then to Sydney to show parishioners exactly how much has been raised. Allow them to put their

name on the map as a “companion on the journey”. Put an announcement in the bulletin to let parishioners know about this endeavor.

Trunk Sale: Members of the parish community bring their car to the church and open their trunk—in it are garage sale items. Parishioners can literally sell items out of their trunk.

Make sure there are no other church events happening when you want to sponsor this sale; you will need full use of the parking lot. Prepare a large poster-board for people to sign-up on, at least three weekends before the event. You can have a registration fee of \$20 per parking space. You do not need to limit the number of parking spaces unless you have an overwhelming demand.

This can be an all-day event if you like, or you could have clearly designated times. You can also have a barbeque set up and sell hot dogs, hamburgers, pop, juice, water, pizza, etc. for sale as an added fundraiser.

Pancake Breakfast: Host a pancake breakfast after Masses on Sunday morning. Let the parish know a month in advance that you will be having a pancake breakfast in the hall after all Masses on a Sunday (preferably during winter weekends before Shrove Tuesday is ideal). Try to get local stores to donate what you would need (juice, pancake mix, syrup, coffee, etc.). Sell tickets in advance to get a general idea of how many people will attend but make sure you have enough room if people come at the door. Feel free to charge \$5 (or ask for donations) for a couple of pancakes with juice or coffee, or \$7 for an all-you-can-eat pancake breakfast. While this fundraiser sounds easy, it is a lot of work and does require people to cook, clean off the tables, etc. It is, however, a great fundraiser that can give back to the community. If the event is really successful, you can run a pancake breakfast every couple of months.

T-Shirt Signing: At the Diocesan Office, we will order a specially-designed t-shirt for all youth and chaperones participating in WYD. They will be sent to each parish/youth group before Lent begins in 2008 (Ash Wednesday is February 6). Youth and chaperones can wear their t-shirts to all the Masses on Sunday throughout Lent (alternate the Masses and Sundays so that you hit all the Masses at least once), and charge parishioners a suggested donation to sign your t-shirt. If a parishioner wants to sign the t-shirts of all the youth at one Mass, a suggested donation would be at least \$1 per person/t-shirt. This is a way for the parishioners to give alms during Lent, as well as send your youth to WYD! As a last big fundraising hurrah before the balance of the trip is due on April 15th, it could be completed on either Palm Sunday, March 16, or Easter Sunday, March 23. Our group will wear the shirts during the Papal Mass on the last day of WYD in Sydney, thereby taking along all the signers with us to receive the papal blessing.

Scrip

Check out: <http://www.scrip.com> for more information! This fundraiser allows people to purchase everyday things, like groceries or gas, and your group receives the benefits!

Other suggestions from “A Pilgrim’s Guide to World Youth Day Sydney 2008”, by Bob & Karen McMorrow. ISBN: 0-9709934-0-4, \$9.95

Yard Work

Pros: The work changes with the seasons: raking, shoveling, planting, cutting grass
Cons: May be too much manual labor for some people
Tips: Bring your own equipment

Raffle

Pros: Great money make without too much work
Cons: Some people do not like to sell tickets
Tips: Get area businesses to donate items or gift certificates. Check local permit rules regarding raffles

Essay Contest

Pros: Encourages youth to learn about the Catholic Church
Cons: You may have smaller group participation since some people do not like to write. Only the winners receive money
Tips: Ask other church organizations to donate cash prizes or scholarships

Coffee Shop/Talent Show

Pros: It could become a regular event for the whole parish. It is fun to see local talent within the parish too!
Cons: It could take a lot of effort to get it started and to encourage people to share their talents
Tips: Atmosphere adds a lot to the experience. You may want to have prizes to encourage people to participate

Bingo

Pros: The Bingo lovers will definitely support this fundraiser
Cons: Bingo might not fit into every parish’s model of stewardship
Tips: Having simple refreshments available can add to your profits

Pop Can/Glass Bottle Drives

Pros: What better way for people to get rid of their old cans and bottles?
Cons: May not be a success in those states that have a deposit. It is also rather sticky!
Tips: Call around for the best price

Poster Contest

Pros: Can double as advertisements for WYD
Cons: It can be a difficult task to decide a winner
Tips: Ask people to donate cash prizes or scholarships for the winning poster

Baby-sitting

Pros: It can be a helpful service to the families of the parish
Cons: Dirty Diapers
Tips: Have a baby-sitting day the last Saturday before Christmas for those last-minute shoppers

Cinnamon Roll Sunday

Pros: Who can resist the smell of fresh cinnamon rolls after Mass?
Cons: You might eat all the cinnamon rolls before people can buy them
Tips: You can make them from scratch, though the “thaw and bake” variety is a lot easier