



**GFWC**  
est. 1890  
**GENERAL FEDERATION  
OF WOMEN'S CLUBS**

# Play it SMART!

The Pro Playbook for Winning Fundraisers



# Set S.M.A.R.T. goals!

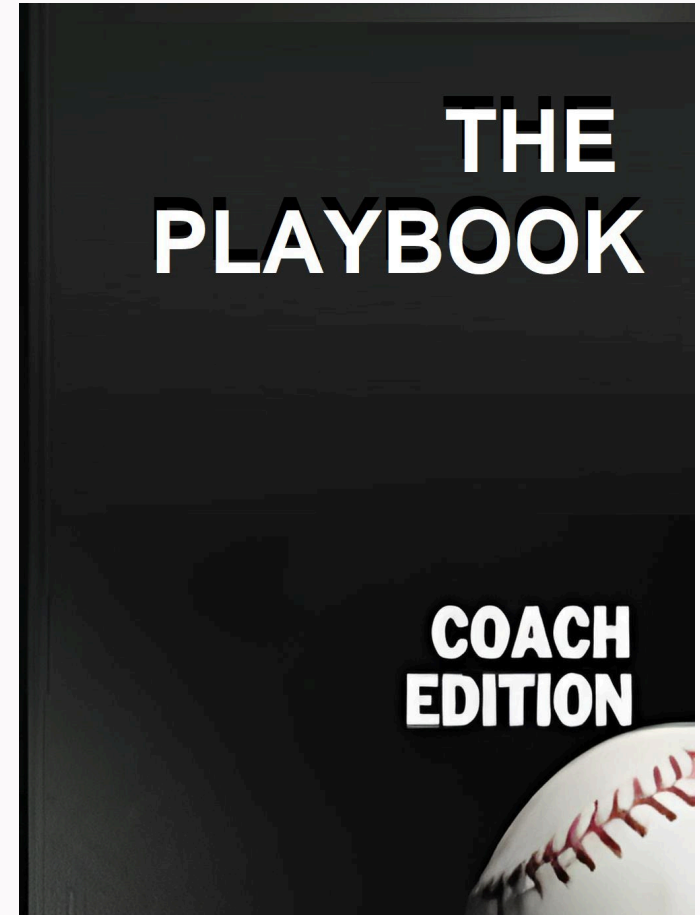
Specific

Measurable

Attainable

Relevant

Time-Based



Source: Rei Shen, Founder of *Success in Depth*



# Set Specific, clear goals!

- Know what you want to accomplish as a team
- Increases chances of achievement
- Provides clarity



# Set Measurable goals!

- Use criteria that can be quantified
- Define and track progress effectively
- Monitor performance and adjust strategies accordingly



# Set Attainable goals!

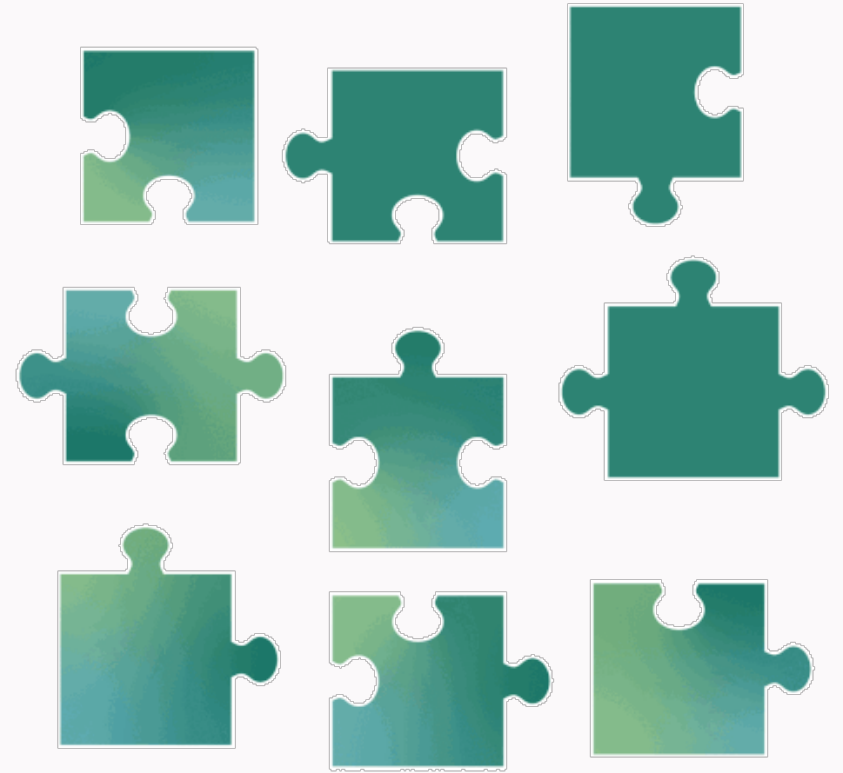
- Be realistic
- Consider your team's current skills and resources
- Should be challenging, but feasible
- Avoid frustration and the “slump” caused by unrealistic goals





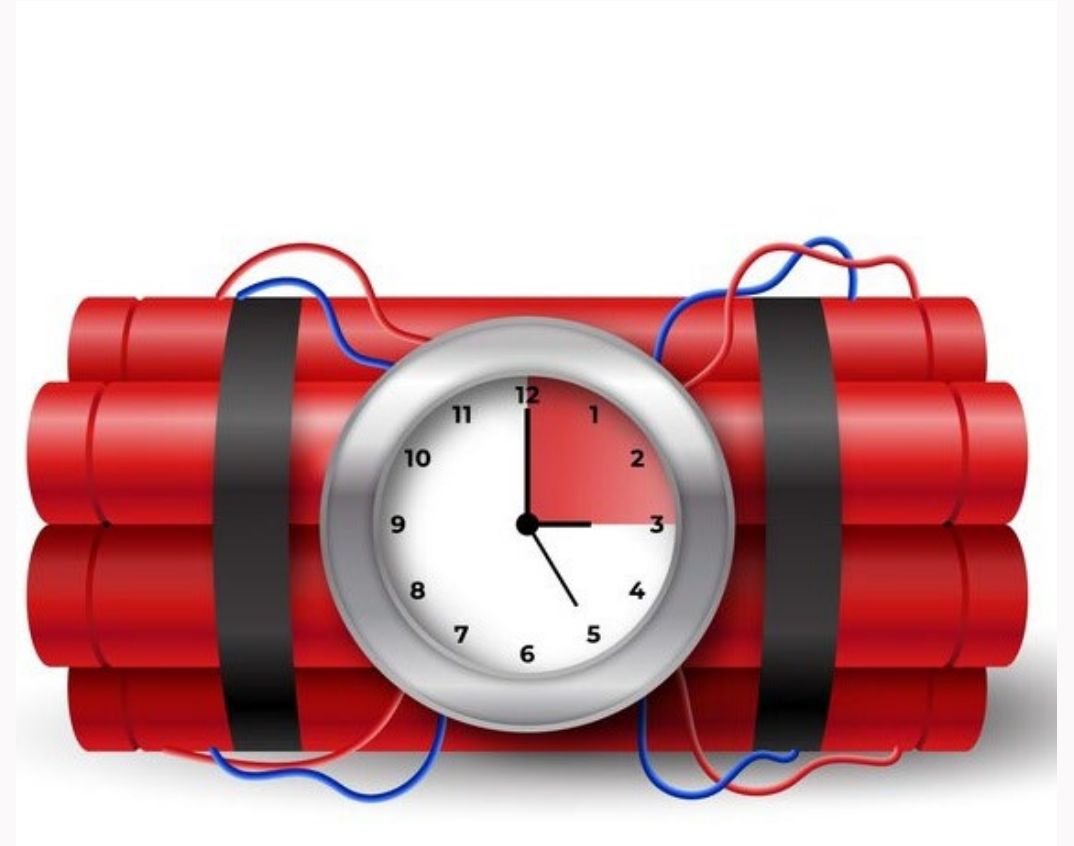
# Set Relevant goals!

- Align goals with the team's aspirations
- Keeps the team motivated
- Helps the team overcome challenges
- Ensures that efforts are meaningful, valuable, and satisfying



# Set Time-based goals!

- Establish a detailed timeline
- Set an ambitious, but realistic end date
- Help maintain focus
- Keep objectives within sight



# PLAY IT SMART!

- ✓ Strategize for success
- ✓ Commit to achieving your team's goals
- ✓ Learn and improve from setbacks and challenges







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# GFWC Game Changers

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**FUNDRAISING WORKSHOP  
SUNDAY, JUNE 30, 2024**

**GAMECHANGERS INTRODUCTION SKIT**

**JUDY M.:**

[PROPS: Sports Jacket/Headphones]

Good Morning!

Welcome to Fundraising Field where we are Game On for Generosity!

We are so glad you could join Team GFWC here today as we present pointers and tips for fundraisers that help you knock it out of the park.

I'm your announcer Judy Martin, here to introduce today's starting lineup with some outstanding project ideas. These heavy hitters will have you batting 1,000 with your fundraisers in no time.

First up, in the lead off position, we have the Golden Glove of the Great Lakes, Kathy Lewis. She can catch corporate sponsors and partners from anywhere, and has some great ideas for involving local businesses in your fundraisers.

## KATHY:

If, for example, you were having a baseball tournament as a fundraiser. **Pre-game, create your line-up** - a list of potential local businesses to reach out to.

**Next, develop a game-winning strategy** – create a letter outlining your fundraiser: what the event is, when it will be held, who will receive the proceeds of the money you raise, AND a list of opportunities for the sponsor to choose from. For example:

- \$1500 – Sponsor a team's uniforms and we will put your business name and logo on the back of each jersey, as well as the scoreboard throughout every game. Also, we will announce your business sponsorship between every inning.
- \$1000 - Sponsor equipment for the tournament, and we will list your business name and logo on the scoreboard between every inning and announce your sponsorship during the 7<sup>th</sup> inning stretch.
- \$500 – Sponsor our umpire fees for the tournament and we will list your business name and logo on the scoreboard between every inning.
- \$100 – Sponsor 3 players' trophies and your business name and logo will be listed on the scoreboard during the 7th inning stretch

Make sure your letter includes your non-profit I.D. #, payment methods and how to submit payment, contact information for questions, and a deadline to receive funds. Follow that letter up with personal contacts.

**After you win the game** – remember to send a thank-you card and a certificate or plaque for the business to display in recognition of their sponsorship and generosity!

## **JUDY M.:**

Up next, please welcome the Masher from the Mid Atlantic, Carolyn Forbes. She is an expert on hitting change-ups with virtual and online fundraisers.

## **CAROLYN:**

Virtual fundraising can be just as fun and successful as in-person events. Here are a few home-run steps in planning your dream virtual fundraiser.

1. **COVERING THE BASES.** Publicize your event. Create targeted, personalized email and social media campaigns and encourage your team to help spread the word.

2. **YOU'VE MADE IT TO THE BIG DAY!** Greet your guests as they join the virtual fundraiser. If you're using a video platform like Zoom, you can greet the guests using the chat tool to avoid interrupting the conversation whenever someone new joins. Be mindful of people's time. Make sure to thank all the attendees, sponsors, and community partners at the end of the event.

3. **"IT AIN'T OVER TIL IT'S OVER."** Follow up with a social media post and an email thanking attendees for participating. Share the final amount you raised and ways they can remain engaged with your charity and your club, stay informed on the progress of your cause, and contribute to your mission. It is also a great time to share more about upcoming events, fundraisers, or program updates.

Pop-up stores are an example of a crackerjack of a virtual fundraiser.

Here is an idea for a quick and easy virtual fundraiser with your team: sell ultra-premium popcorn and earn 50% profit. No fundraising minimums or fees.

Download the app-**Double Good**, create an account, then hit organize an event, set an event code. No set up fees or handling fees.

Just choose your 4-day pop-up fundraising window and share your event code with your fundraising team so they can join.

It is easy for your supporters as there are no apps to download, no login required, they order online, and it ships directly to your supporters.

Double Good will pop, pack and ship anywhere in the USA.

### **JUDY M.:**

Now stepping up to the plate, we have the MVP of the Mississippi Valley, Judy Gustafson. Judy can light it up like the Fourth of July, or any special occasion. She has great ideas for Holiday-themed Fundraisers.

### **JUDY G.:**

For a great done-in-a-day fundraiser, our Christmas auction for Missouri Girls Town is a sure winner to bring in \$2,000 or more.

At our luncheon, members bring in donated crafts, Christmas décor, travel items and baked goods that go to the highest bidders in a live auction.

A tin of a dozen homemade cookies can raise a rousing \$30-\$40, and my rum cake goes for \$50-\$60!

The competition is even more fun when multiple people are bidding on a high price item such as a weekend get-a-way that can bring in \$150+.

At the same time, to keep the ball rolling, a silent auction is going on with lots of baskets of items.



For a grand slam, to bring in more dollars and allow for smaller donations on a budget, members put together fifty gift bags that were sold for \$5 each. In some of the bags were big surprises such as a certificate to pay a member's club dues for the next year. These 50 gift bags brought in an extra \$250.

This fundraiser can be adapted to be used at any holiday. It'll be a home run in any season!!

### **JUDY M.:**

And, batting clean-up from the New England Region, Karen Leach. Speaking of cleaning up, Karen is an expert in cleaning up unused spaces and repurposing them for a worthwhile fundraiser.

### **KAREN:**

Yes, you can repurpose an unused area in a church, community center, or even a vacant building for a thrift store. Put up racks and shelves. Engage family, friends, and the community to donate new and gently-used items such as: clothes, toys, jewelry, and housewares.

You can hold a one-time pop-up event, or you can have a regular sale as often as manpower and resources will allow.

Here's how you play the game!

1<sup>st</sup> inning: Run around the community where you would like to have a Thrift Store investigate potential locations.

2<sup>nd</sup> inning: Line up your players who will help (Federation Clubwomen).

3<sup>rd</sup> inning: Line up racks and shelving found on "buy Nothing sites" – they have free stuff – or Marketplace on Facebook.

4<sup>th</sup> inning: Warm up for the big sale. Collect toys, all types of clothes for the season, jewelry, and household items. Flex those muscles, there is a lot to carry!

5<sup>th</sup> inning: Pointers for your team. Put clothing on racks all going the same way. Organize baby and children's clothing according to sizes. Put like clothes together.

6<sup>th</sup> inning: Send out fliers and use social media to get the word out for the date, time, and place of your sale. List prices at \$1-\$5. Be sure to include information on how the funds raised will be used.

7<sup>th</sup> inning stretch: Make sure your team knows what time to be at Home Plate for the big event.

8<sup>th</sup> Inning: Your team is on time and the customers have arrived. Your sale items are going, going, GONE!! It's a Home Run!

9<sup>th</sup> Inning: Post-sale meeting in the Thrift Store. Work out the playbook and pointers for next time!

And that's how you play the game and win!

### **JUDY M.:**

Next up, the Speedster from South Central, Marianne Maynard. She can put a winning fundraiser together so fast it'll make your head spin.

### **MARIANNE:**

Simple. Easy. No overhead cost!! This fundraiser includes every member, but with minimal commitment of time devoted to the project!! This is not a team building effort—it is strictly for raising money.

A Committee of 3-5 decides what the club would like to raffle and gets the item. Then, you print and distribute the appropriate number of tickets (depending upon the amount of profit the club wants to make). Advertise on social media (no cost), and set the date and time to draw for a winner.

Example: My Junior Woman's Club decided to raffle off a steak dinner party. The one winner would receive a steak dinner for 10 people with transportation to a well-known steak restaurant located about an hour's drive from our town. The restaurant priced the meal at \$100 per person, which would have been \$1,000 total, but they discounted the price for the club to \$800. We rented the Party Bus for \$400 so everyone could ride together. The total cost was \$1,200. The tickets were sold for \$50 each.

We had 50 members, and each was asked to sell 3! Now I am the oldest by far in this club, so I was a little skeptical, but I try to roll with the young crowd! To my amazement some had theirs sold before we left the meeting just by posting on social media and I posted on Facebook and sold 6 immediately! So those who were new to the community and having trouble selling were helped by those who exceeded the sales goal. Expenses were \$1,200. We collected \$7,500. That's a profit of \$6,300 – all done in about a month's time!

### **JUDY M.:**

Batter up! The Southeastern Slugger, Susette Redwine. And speaking of battering things up, Susette has some great ideas for fundraisers involving food.

## **SUSETTE:**

I have tickets for today's hot dog fundraiser! Get yours before lunch today! \$10 a person!

[PAUSE]

Have you gotten your pancake breakfast ticket yet? Tomorrow morning! All you can eat, just \$10!

[PAUSE]

Don't miss our Spaghetti Dinner on Monday night! I have tickets!

[PAUSE]

Does this sound familiar to you? These are all crowd favorites, but if you are tired of the same old ballgame, let's talk about some new fundraising ideas dealing with food!

One new sale you can do is a Jerky Basket Sale. Jerky is a hot item out there and there all types: turkey, beef, pork, spicy, and so many more. I've seen an organization that presold Jerky Baskets for Valentine's Day and Easter. They sold three sizes, and you picked the jerky you wanted in your basket. A location was designated for baskets to be picked up.

Partner with a local food truck. Ask them to provide you with a percentage of their sales for one 4-hour period to go towards a specific project that they are interested in and that your club supports. Have your members assist with the drinks or assist with getting the orders out.

One of our clubs holds a Boston Butt sale. It's called, "Get Your Butts Over Here." Pre-sell the tickets, designate a pickup time, and work with a local deli to cook them.

When hosting fundraisers with food, think outside the takeout box. Sure, chili cook-offs, baked potato bars, and bake sales are all fan favorites...but why not Have a Nacho Average Fundraiser and Let's Taco About a Great Cause!

Whatever you do, have fun with it! Now, I gotta run, I have tickets for the Dessert Dash on my way out of town!

**JUDY M.:**

And finally, we have the Ace from the Western States, Joann Wheeler. Jo Ann throws great community events as fundraisers.

**JOANN:**

[PROPS: Plastic whiffle balls to gently toss into the audience during introduction.]

I “throw great community fundraising events!”

If your club wants a walk-off home run for a community fundraising event, listen to this idea! ‘Wine, Women, and Purses!’ A catchy name that attracts the attention of the ladies in your community!

Contact the businesses and influential women of your community to donate a themed purse full of items and gift certificates for silent auction and live auction during the evening.

Great fun is had as women enjoy wine and snacks and fabulous fellowship! You could even include your worthy-cause speaker with a heartwarming quick presentation, followed by a paddle raise.

Include lots of social media with pictures to keep the town buzzing about the purses and their unique contents!

Can a small club do this?? YES!!

I have seen an event like this raise over \$10,000.00 in just 3 hours!

Score big with this one ladies!!

**JUDY M.:**



And there you have it, folks! Your fundraising starting lineup. Talented team members who raise so much money they are NEVER behind in the count!! Let's give these GFWC Game Changers a hand!

Now, let's review the playbook before we take the field!

[Goes into Power Point.]

**2024 GFWC CONVENTION FUNDRAISING WORKSHOP  
PLAY IT SMART!  
SUPPLEMENTAL SCRIPT TO THE POWERPOINT  
2024-2026 FUNDRAISING COMMITTEE**

[NOTE: This is a supplemental script to the PowerPoint presentation. To view this script within the PowerPoint document, simply click “Review” and “Notes Page” and you will be able to view each slide with the accompanying script for that slide.]

**SLIDE 1 Title Page**

**SLIDE 2**

The SMART Playbook is an effective tool for enhancing performance and achieving greater success.

SMART is an acronym for Specific, Measurable, Attainable, Relevant, and Time-based.

**SLIDE 3**

The more specific your goals, the higher your chances of achieving them.

Vague goals can be challenging to reach, while specific ones provide clarity.

For example, if you want to raise \$1,000 for your club’s annual scholarship, that is a clear target to work toward.

**SLIDE 4**

Having measurable goals is crucial because they allow you to track progress effectively.

When setting a fundraising goal, make sure to include criteria that can be quantified. That makes it easier to monitor your performance and adjust your strategies accordingly.

Example: We need to sell a total of 500 tickets. Each member needs to sell 10 tickets. Use charts and graphics to track overall progress and congratulate members as they achieve the goal.

**SLIDE 5**

When developing goals, it’s essential to consider your current skills and resources.

Setting unrealistic goals leads to frustration and lack of motivation. So, it is important to establish objectives within your capabilities.

For example, if your fundraising plan depends on one-on-one solicitation, and your members are not comfortable contacting individuals and asking them to buy something, then you may want to consider another strategy (such as a social media campaign).

On the other hand, if your club is not particularly tech savvy, then you might want to consider a fundraiser that depends on one-on-one individual contacts and requests (rather than technology).

Or, better yet, find a way to use both options and allow everyone to comfortably participate.

#### SLIDE 6: Set Relevant goals!

Focus on goals that align with your member's aspirations and passions. This will [keep you motivated](#) and help you overcome challenges.

Ask yourself: What do our members value most? What satisfies our members? This can guide you toward pursuing meaningful goals and spark excitement among your members.

Why are you fundraising? What will you support with the money raised? Make sure the money is going to a cause that is important to your members. This will generate excitement among your members.

#### SLIDE 7: Set Time-based goals!

Establishing a specific timeline helps maintain focus and keeps your objectives within sight.

Success on the Fundraising Field doesn't happen overnight; it requires persistence and stamina over time.

#### SLIDE 8: Play It Smart

In conclusion, establishing SMART goals is a practical strategy to elevate your fundraising game. Set goals that are tangible, trackable, and tie directly to enhancing performance.

SMART goals provide a clear playbook for success. The key lies not just in setting these goals but in the commitment to achieving them.

The journey to excellence is a marathon, not a sprint. Setbacks and failures are not signs of defeat but opportunities for growth. Embrace the challenges, use the SMART playbook, and soon your fundraiser will be a HOME RUN!

#### SLIDE 9: GFWC Game Changers

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[GO INTO QUARTER AUCTION SKIT.]



**Sunday, June 30, 2024**

## **Quarter Auction Fundraiser**

Quarter Auctions are a great way to socialize, win prizes, fundraise, and have fun, especially when it's for a meaningful cause. Quarter Auction participants bid on auction items using quarters or chips (representing quarters) they have purchased.

### **Here's How It Works:**

- Guests arrive and receive a paddle with a number on it, which is used to bid on a chance to own auction items. The first paddle may be included in the entry fee, or all paddles can be paid for separately.
- Each paddle has a corresponding numbered chip, ball, or piece of paper that is drawn to determine the winner of each auctioned item.
- Guests also bring or purchase quarters for bidding. As an alternative, chips (representing quarters) may be used.
- Before and during the auction, guests may purchase additional paddles and quarters (or chips). (This is optional.)
- To auction the items, the host will display and describe the item up for bid and will reveal the bid price (ex: "one-quarter" item, "two-quarter" item, or more.)
- Anyone who wants to bid on an opportunity to own the item will pull out the announced number of quarters (or chips) and place them in a bucket. They will hold up their paddle to indicate that they are bidding.
- Bidders with more than one paddle can bid with some or all of their paddles by placing the announced number of quarters (or chips) in the bucket for each paddle being used. For example, if you have two paddles and want to bid with both of them to double your chances of winning, and the item is a "one-quarter" bid, then you would put two quarters in the bucket and raise both your paddles.
- Once all the quarters have been collected, a number is drawn and announced. The person holding the paddle with the announced number wins the auction item!
- If a person's number is drawn who did not bid on the auction item, another number is drawn until the winner is found.

## **Examples And Ideas For Your Quarter Auctions:**

At a club meeting, pass out numbered index cards and prepare pieces of paper with the corresponding numbers. Have members put in a quarter to two to bid on an item and raise their index card if they want in the game. Draw a number and see who wins! If the person whose number is drawn did not participate, then draw another number.

If you are doing this as a large fundraising activity, consider including a meal or appetizers with the event. One club charged \$50 per person for their Quarter Auction. For this \$50 entry fee, participants received a hot meal, one paddle for bidding, and \$10 in quarters. Instead of actually using quarters, they used poker chips to represent the quarters. Attendees could purchase additional paddles for \$2 each. If you wanted more than \$10 in quarters, you could purchase additional chips in \$5 increments. The items to be auctioned were on display during appetizers and the meal, so those attending knew what they could bid on and how many quarters it would take to bid on the individual items.

For instance, a hand-crocheted baby blanket was a “7 quarter” item (meaning it would take 7 chips to bid on the blanket). The host announced that the blanket was 7 quarters, and members walked around with buckets to collect the chips. Once the chips were collected, paddles were raised and a number was drawn.

The first number drawn was 18. The person who had paddle 18 did not participate in the bidding, so another number was drawn. It was number 56. The person with paddle 56 had put in 7 chips to participate, and number 56 was the winner.

Here is an example of what could happen when a person has two paddles (number 3 and number 43). A gift card to a local coffee shop is auctioned for 5 quarters. The person puts in 5 quarters and raises the number 3 paddle. The number 43 is drawn, but the person does not win! They did not raise the number 43 to participate or put in quarters to win with paddle number 43. Another number is drawn.

### **Questions on how to do a Quarter Auction?**

Contact your 2024-2026 Fundraising Committee Member.

These Game Changers will be happy to help!

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**FUNDRAISING WORKSHOP  
SUNDAY, JUNE 30, 2024**

**HOW TO DO A QUARTER AUCTION SKIT**

JUDY M.:

Now that we have reviewed the Playbook, let's get hands on and PLAY BALL!

A newer fundraising event that is gaining popularity is the Quarter Auction, sometimes called a Paddle Raise. This fundraiser is fun, and it raises lots of money. It is very easy and can be done at a small club meeting or a large convention.

So let's watch and see what happens with our Gamechangers Quarter Auction.

[ACT IT OUT.]

SUSETTE:

Ladies, we are having a quick fundraiser this evening for the Children's Advocacy Center as they are in need of some new playdough. When you signed in this evening, you received a paddle with a number on it and in the correspondence before tonight's meeting you were asked to bring at least \$3 of quarters. If you did not, you can see Joann, our Treasurer to purchase some quarters.

MARIANNE:

Wait! I forgot quarters! Joann, I need \$3 in quarters so I can play.

JUDY M.:

TIME OUT!! TIME OUT!!

[EVERYBODY STAND STILL.]

JUDY M:

So that you don't have to use so many quarters, and your Treasurer doesn't have to roll them, you can use poker chips that are purchased with cash or any small item to represent quarters. We are using chips to represent quarters. RESUME PLAY!

[BACK TO MOVING.]

[JOANN EXCHANGES CHIPS FOR MARIANNE'S MONEY.]

PADDLE NUMBERS EACH WILL HAVE:

JUDY G.	150	KAREN	153	JUDY M.	156
KATHY	151	CAROLYN	154 & 157		
JOANN	155	MARIANNE	152		

SUSETTE:

Our first item for bid is this purse donated by the hospital gift shop and the value has been set for 3 quarters. If you want to take a chance to win this nice purse, put your paddles up and Judy G. will collect your quarters.

CAROLYN:

WAIT! I want another chance on that purse! Can I get another paddle?

SUSETTE:

Sure Carolyn, pay Joann \$1 and she will get you another paddle. So Carolyn if you want a second chance on the purse, you will need to put in 6 quarters for 2 chances on the purse; 3 quarters for each paddle number you have.

CAROLYN:

I feel lucky tonight!

[JOANN EXCHANGES ADDITIONAL PADDLE FOR CAROLYN'S MONEY. JUDY G. COLLECTS QUARTERS]

SUSETTE:

Ok, Judy G. has everybody put in their quarters? Put your paddles up!

[KATHY DOES NOT PUT HER PADDLE UP.]

SUSETTE:

Ok, the winning number is number 151! Kathy, you won the purse.

KATHY:

Well, dang it. I didn't put any quarters in for a chance.

SUSETTE:

Oh Kathy, I'm so sorry. We will draw again. So the winning number for the purse is number 153! Karen you have won our purse.

[KAREN CELEBRATES. EVERY ONE CONGRATULATES KAREN.]

SUSETTE:

So you see, it's pretty easy to do. On the back of the handout you have been given, there are some examples of different ways to do this fundraiser. You don't have to have fancy paddles like we have. We've seen paper plates with numbers on them, or cut outs if you had a theme to your party. You could even use numbered index cards in a small meeting. The numbers you draw don't have to be printed on balls. They can be pieces of paper with numbers on them. I've even seen it done with a random number app on a laptop.

For club meetings, instead of getting donated items, how about white elephant items and if you do have a fundraiser, you could get donated items or gift cards to use.

Whatever you do, have fun with it!

Are you ready to practice? You have paddles and chips (representing quarters) on your table, along with an empty cup to put your chips into just for time's sake.

Are you ready to take a chance on the two items we have for auction today?

[CONDUCT QUICK AUCTION OF TWO SMALL GIFTS WITH THE CHIPS PROVIDED. NO MONEY ACTUALLY EXCHANGES HANDS FOR THIS DEMONSTRATION.]

4.15.24 SDR