

PWS&D Fundraising 101

Presbyterians in Action: Fundraising 101

Thank you for your interest in planning a fundraiser in support of Presbyterian World Service & Development. Your faithful support and generosity have the ability to transform lives and build futures filled with hope and opportunity for some of the world's most vulnerable men, women and children.

"PWS&D Fundraising 101" is designed to help you generate ideas and plan a PWS&D fundraiser. If you have any additional questions, please contact PWS&D at pwsd@presbyterian.ca or call 1-800-619-7301.

1. PLANNING YOUR PWS&D FUNDRAISER:

- ✓ Speak to your minister, lay leader or mission team about beginning a PWS&D fundraiser.
- ✓ Determine if you would like to make an undesignated donation or fundraise for a specific project.
- ✓ Contact PWS&D for assistance or additional information.
- ✓ Brainstorm fundraising events or plan a campaign with a variety of events. Ideas include:
 - **24-hour fast**
 - **Bake sale**
 - **Rummage sale**
 - **Auction**
 - **Themed dinner**
 - **Talent Show**
 - **Concert or play**
 - **"A-thons" – walk-a-thons, marathons, read-a-thons, etc.**
 - **BBQs**
 - **Lunch-and-learn**
 - **Sporting events and tournaments**
- ✓ Set a fundraising and awareness goal.
- ✓ Select dates and venues for your events.
- ✓ Consider food, beverages and audio-visual equipment that may be necessary.
- ✓ Recruit volunteers.

2. PROMOTING YOUR FUNDRAISER:

- ✓ Contact PWS&D for educational and promotional materials, including PowerPoint presentations, photo exhibits, videos, information sheets, bulletin inserts and posters. For a full list of resources visit www.presbyterian.ca/pwsd/resources/.
- ✓ Spread the word! Make announcements in your weekly bulletin and church newsletter. Encourage members of your congregation to invite their friends and family to fundraising events.
- ✓ Ask us to make an announcement on the PWS&D/PCC website. Post information on your church website.
- ✓ Request a PWS&D speaker. Speaking requests should be received at least six months in advance, whenever possible. Email pwsd@presbyterian.ca or call 1-800-619-7301 ext. 293.
- ✓ Publicize your fundraising target and send regular updates on achievements.

3. DURING YOUR FUNDRAISER:

- ✓ Have information about PWS&D on hand for anyone who may be interested, such as PWS&D's annual report, FAQ brochure and Gifts of Change catalogue.
- ✓ Designate a person responsible for collecting and recording funds or have a secure place ready to store funds.
- ✓ Take pictures during the event. PWS&D would love to use your event on our Presbyterians in Action webpage and in our newsletter.

4. WHAT TO SEND TO PWS&D:

- ✓ All money raised. Do not send cash in the mail: please write a cheque or money order.
- ✓ Pledge forms, if applicable.
- ✓ Photos and stories from the event. Please provide written consent if PWS&D is able to use photos of children on our website, newsletter or e-newsletter.
- ✓ Any leftover materials that you no longer need.

Drop off or send to:

Presbyterian World Service & Development
50 Wynford Drive
Toronto, Ontario
M3C 1J7
Canada

Please do not hesitate to contact us if you have any further questions. Good luck and thank you for your generous support!