

Which Fundraiser Is Right For Us?

This is the most common question asked. Each credit union is unique, and each credit union has different needs, a different economic profile, different abilities, etc. Only you can truly answer this question.

Analyze your group's personality, fundraising history, motivation, successes, abilities, failures, and needs. **It's easy and quick to do.** Plus, this may be your most important first step in deciding which fundraiser to do and achieving your best success.

Things To Consider:

- How motivated are you and your credit union?
- What was your most successful fundraiser last year?
- What are your dollar (\$\$\$) goals? Set realistic goals.
- How many volunteers do you have, and how many of these volunteers are really willing to work on your fundraiser?
- How much time and energy do you, as chairman, have to put into this fundraiser?

More Great Tips:

- Don't try to sell perishable foods (e.g. chocolate bars) during the summer's heat. The bars will melt.
- Sell items that fit both your audience and your members.

Questions for your fundraising committee to consider:

Credit Union Name: _____

How much money are you trying to raise with this fundraiser? _____

Why are you trying to raise money? _____

How many fundraisers has your credit union done in the last year? _____

How many members do you have? _____

Age range of your members: _____

Your economic estimate of your credit union family income levels:

(circle one) Low Middle High

Are you planning on doing a pre-pay or post-pay fundraiser? _____

How many volunteers will your credit union have? _____

Fundraising History

How many fundraisers did your credit union do last year? _____

Which one was your most successful? _____

How much money did you raise from this fundraiser? \$ _____

What was your **NET PROFIT** from that fundraiser? \$ _____

Evaluate your group's support for your past fundraising projects.

(circle one) Very Little Average Above Average Outstanding

Was this fundraiser a pre-pay or a post-pay fundraiser? _____

Which fundraising product(s) are you thinking of doing? _____

Why do you feel this fundraiser is right for your credit union? _____

Source: Fundraising Depot, www.fundraisingdepot.com